OCTOBER 1955

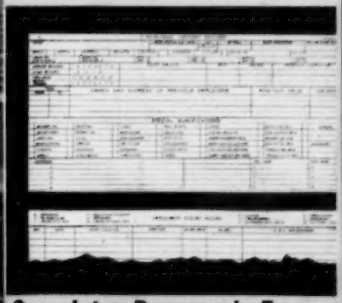
The Office

Magazine of

MANAGEMENT • EQUIPMENT • METHODS

ew Accounting Offices

Recruitment That Works



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For More Information Circle No. 147

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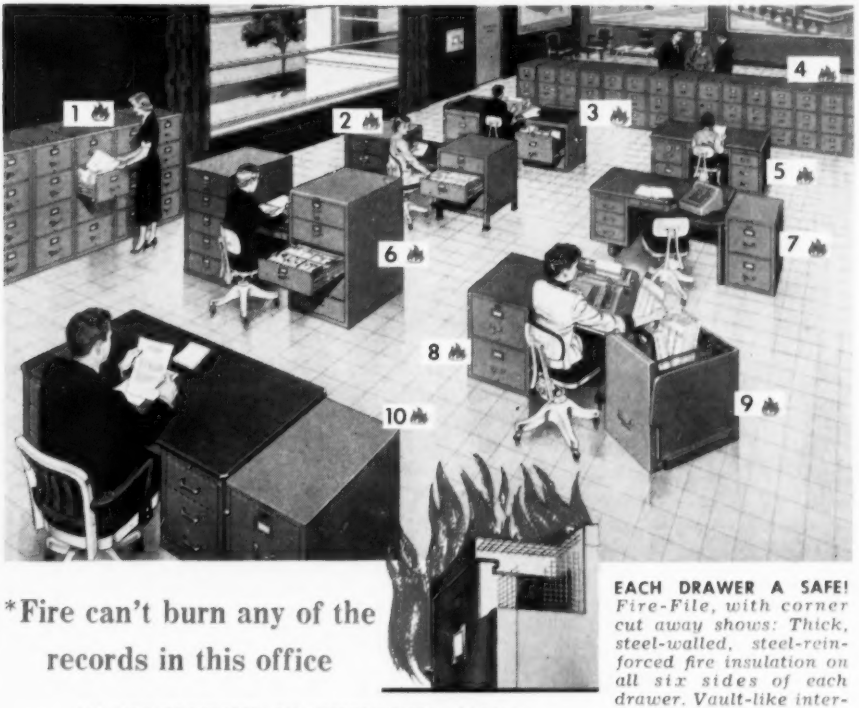
Save steps, hours — ***and maybe your business****



***Fire can't burn any of the records in this office**

. . . ALL ARE PROTECTED BY UNDERWRITERS LABELS

EACH DRAWER A SAFE! *Fire-File, with corner cut away shows: Thick, steel-walled, steel-reinforced fire insulation on all six sides of each drawer. Vault-like interlocking drawer front.*

You are looking here at no ordinary office scene. The difference is a new means of record keeping — fire protection for all records *right where they are used.*

This modern *"time-engineered"* equipment not only gives fire protection during working hours when most fires (55%) occur, it pays for itself by saving time and space.

Shaw-Walker makes 46 different types of this time-saving, fireproof equipment — in them your records will always be ready for instant use, even after a fire. You can't afford to gamble — 57% of the businesses who lose records in fires never fully recover.

1. Correspondence, Paid Invoices
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3. Inventory Control
4. Unshipped Orders, Bills of Lading
5. Checks, Cash, Collection Sheets
6. Customer Card List
7. Payroll Records
8. Paid Accounts, Voucher Checks
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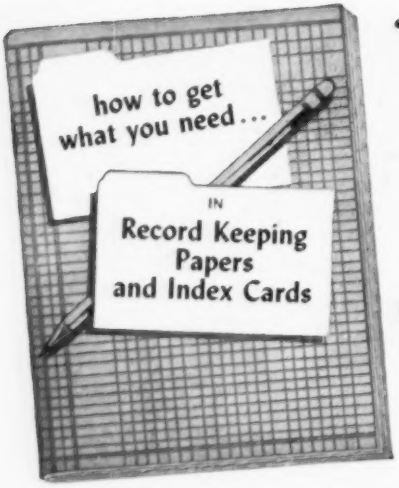
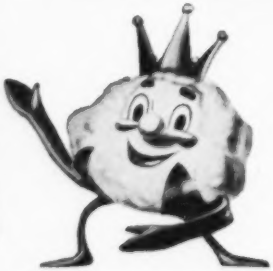


"Make your records and keep your records easily"



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Having the right paper can materially increase accuracy and save hours of clerical costs. The 24-page *free booklet* illustrated above may help you these ways:

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Street .....

City or Town ..... State .....

For More Information Circle No. 163

The Office
Magazine of MANAGEMENT • EQUIPMENT • METHODS

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WILLIAM SCHULHOF, *Publisher*

WILLIAM R. SCHULHOF, *Editor* JAMES GORMAN, *Managing Editor*
THE OFFICE is published on the first of every month by Office Publications Company, 232 Madison Avenue, New York 16, N. Y. Telephone: LExington 2-2245.
Cables: Wilhof, New York.

Chicago Office: Civic Opera Building, 20 North Wacker Drive, Chicago 6, (Fred E. Zindler) ANdover 3-2668.

SUBSCRIPTION: One Year $3, Two Years $5, to U. S. and Possessions.
To All Other Countries, One Year $4, Two Years $6.
Also publishers of the annual export editions:
LA OFICINA and OFFICE EQUIPMENT EXPORTER.

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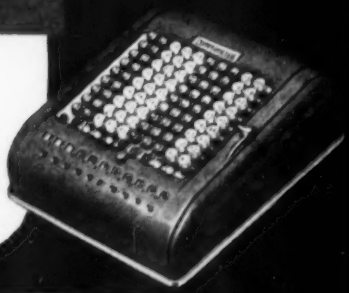

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For More Information Circle No. 119

National Board of Fire Underwriters

There will be some 65,000 business fires this year.

When Your Vital Records Burn, Where's Your Business?

FIRE PREVENTION WEEK (October 9-15) is a good time to ask yourself, "Where would my company be if a fire broke out in our office?" Fireproof buildings are no protection against the loss of vital business records. The buildings may not burn, but their contents often do and your business is worth no more than the paper it's written on.

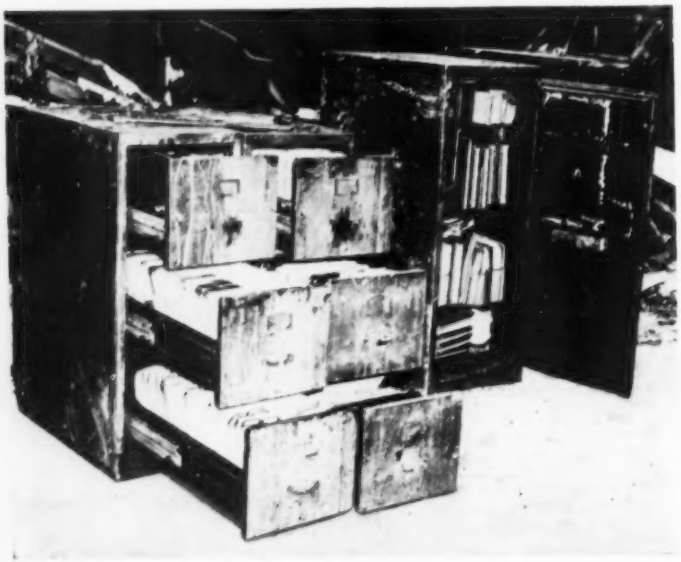
Ordinary steel files give no protection at all. They act like ovens, baking the

papers they hold until they are charred to a crisp. Removing your files to an insulated vault at the close of every working day is by no means a guarantee of safety. Nearly half of all business and industrial fires occur in the daytime, when the records are in use. No insurance company in the world will pay promptly and fully for damage that cannot be proved. A great deal of the damage in any serious business fire can be proved only by records. How would you list your assets without records to help you?

According to Walter H. Ward, president, Safe Manufacturers' National Assn., and sales manager for insulated equipment at the Remington Rand Division of Sperry Rand Corp., New York, 43% of all companies who lose their records in a fire go out of business. An additional 17% are unable to issue financial statements. Of the remaining 40%, few escape without either a reduction in their credit ratings, a reduction in their accounts receivable, or both. Moreover, statistics on records destruction are far from complete and there is a general lack of publicity on the subject. Record losses seldom make news even in the business press, a fact which tends to lull many businessmen into a false sense of security. Those who have suffered record losses are often anxious to minimize the extent of the calamity, lest it imply careless management on their part. The real facts on office fires—like the facts on alcoholism or mental illness—are too often shrouded in generalities and wishful thinking.

No executive can afford to blind himself to the fact that fire is his company's worst enemy. He must realize his responsibility; he must be aware that the perils of fire are present 24 hours a day and 365 days a year. His responsibility does not end with making sure that all conceivable precautions against the outbreak of fire have been taken. He should make sure that all his vital records are protected by being housed in adequately insulated, fire-resistant cabinets.

What constitutes a "vital record"? The National Records Management Council recently defined the term as fol-



Valuable records of Brown Lumber Co. were saved by being in Shaw-Walker Fire-Files and an Executive Safe when a five-hour fire destroyed the Rinehart Building in Midland, Mich.

While the records housed in the non-protected files at left were destroyed, those in the Remington Rand safe and the insulated files at right were saved.

lows: "Vital records are those necessary to protect assets, sustain the equity of stockholders, and assure the continued operation of the business." At first glance, these criteria may seem to include a relatively small proportion of the average company's files. But the phrase "to assure the continued operation of the business" covers an infinite variety of pieces of paper.

For instance: A manufacturer shipped an order to a customer, but it was damaged on arrival and the customer refused to accept it. The manufacturer's traffic manager found that the damage had been done during railway shipment; he arranged to replace the order and to have the original returned to the factory. A file was carefully built up containing all pertinent information, constituting all the evidence supporting the manufacturer's claim against the railroad. This file was not considered "vital" in the sense that it represented neither accounts receivable, accounts payable, inventories, stockholders lists, engineering material, tax returns or property records. But it did represent money. When it was lost in a fire, money was lost.

A complete definition of "vital" records, then, would be any record that deserves to be saved at all deserves to be considered vital. All such records deserve protection against fire.

Insulated, certified Safe-Cabinets can be obtained for any type of business file, visible record system or ledger tray housing, and they are guaranteed to provide 24-hour protection at the point of use. They keep papers safe throughout the working day, and eliminate any necessity to remove them to vaults overnight. They give certified protection without any sacrifice in operating convenience; and their cost, in relation to the job they do, is negligible.

A few years ago, in an effort to determine the effects of destroyed records on the businesses concerned, questionnaires were mailed to a nationwide assortment of companies that had experienced fires entailing an average loss of $82,000. Executives of these companies were asked to state whether any essential records were destroyed in their fires, and if so how this loss had affected their business activities.

The replies to this questionnaire bore

dramatic testimony to the wisdom of keeping records in fire-resistant containers. One man, whose furniture store was badly damaged by fire, wrote that "those records not put in the safe were all affected. Many paid invoices were destroyed, but this was not as distressing as the unpaid invoices that were completely destroyed, and the receipt book showing payments taken from our customers the day before the fire. We had to contact by mail all of our sources of supply and ask for duplicate invoices of any outstanding accounts. There is perhaps no need to say now that we are ever mindful of our records and see to it that everything is protected in case of fire."

Another correspondent, the owner of a wholesale grocery concern, reported that he had been unable to resume operations after losing the bulk of his records in an office fire. "I hope my example will be useful in preventing others from making the same mistake," he told investigators. "If I had only protected my records, I would now be in business."

At the present time, fire destroys over $2 million worth of property in the United States every day. There are some 65,000 business fires every year. Last year there were 19,164 fires in manufacturing firms and 44,610 fires in retail, wholesale and service companies. Every one of these firms had records to protect.

Total destruction by fire. Valuable blueprints, as well as the non-insulated equipment they were housed in, are completely destroyed.

Six weeks after a $3 million fire totally destroyed a Philadelphia manufacturing plant, it was back in business and production resumed. A five-hour fire in Midland, Mich., caused a million dollars loss for 21 firms but Shaw-Walker Fire-Files and safes saved records of several firms. Lost in non-insulated files were every record of a department store; records of two attorneys, a finance company and a real estate firm. When a daytime fire gutted the record room of the G. N. & R. Employees Credit Union in Jacksonville, Fla., two Shaw-Walker Fire-File desks saved ledger cards representing $300,000 in accounts receivable. Other vital records, in uninsulated files, were reduced to ashes.

Estimated fire losses for the first half of this year, according to the National Board of Fire Underwriters, total $469,757,000. This represents a 3% increase over the corresponding period of 1954, when losses amounted to $455,990,000. June's fire losses, the National Board added, amounted to $70,828,000, an increase of 8.1% over those of $65,533,000 reported for June, 1954, and a decrease of 1.3% from losses of $71,789,000 for last May (1955). These estimated losses include an allowance for uninsured and unreported losses.

Today, there is greater need than ever for fire safety. With the complexities of modern business, one fire can seriously affect the livelihood of hundreds—even thousands—of persons. There are many ways by which this can happen; among them are these indirect but very real ones:

1. Loss of workers, who obtain employment elsewhere after fire results in plant shut-down.

2. Loss of customers who buy from others because they cannot afford to wait for a razed plant to get back into production.

One meter mails letters and parcels—

Maybe you don't know that the same Pitney-Bowes postage meter provides stamps for *both* your letters and parcel post—can be of help to your shipping department as well as your office. For example, the model above.

This meter prints the amount of postage needed for any kind of mail directly on the envelope, with your own small ad if you want; and seals the envelope flap at the same time.

For parcel post, the postage is printed on special gummed tape with *dated* postmark.

With a postage meter, you always have the right stamps on hand—yet you have less money tied up in postage! Your postage is always protected, and it is automatically accounted for on visible registers.

Moreover, metered mail and parcels need no cancelling in the postoffice, can often make earlier mail trains and planes.

The double-duty postage meter saves time, work and postage. Models—hand or electric—for every business, large or small. Ask the nearest PB office for a demonstration. Or, mail coupon for free illustrated booklet.

FREE: *Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.*

For small offices, the low-cost DM, a desk model postage meter (below).

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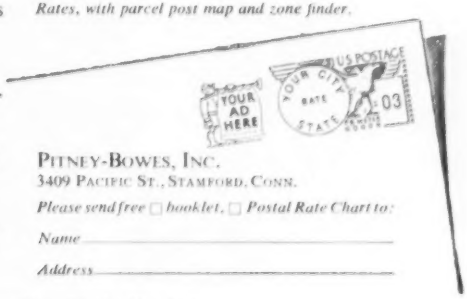

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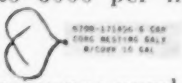
Systems for control and identification of raw materials, work in process, spare parts, finished products, etc., can now be made to understand the common language of integrated data processing Material involved in manufacturing, storage, distribution, inspection and classification may be positively identified and integrated into many data control systems. Here are the basic tools: The DATABOSSER automatically activated by punch cards, punch or magnetic tapes to emboss color-coded, weather & chemical resistant, self-writing DASHAPLATES with fixed & variable data at the rate of up to 6000 per hour and can simultaneously thread & loop tying wires  ink tops of characters for more rapid reading, emboss sequence numbers & notch for sorting & coding

The DATAWRITER 18 in one stroke transcribes all data from DASHAPLATES (attached to materials) on cards or carbon sets for many systems applications. The DASHAPRINTER uses DASHAPLATES to print directly on boxes, materials, etc. The DASHAWRITER 66 uses weather & chemical resistant, erasable fluid for manual writing of added data on DASHAPLATES. The DASHEW-DAVIDSON DUPLICATOR pre-prints the DASHAPLATES with forms, instructions, photographs, etc. Systems applications of these basic tools are almost infinite where management is confronted with control & identification of materiel & personnel. Revolutionary Dashew machines and systems-engineering concepts offer economical and highly efficient solutions to many problems. Write for further information to DASHEW BUSINESS MACHINES, INC., 5886-S Smiley Drive, Culver City, California. ✻ *Many systems & products developed with Dashew's own resources for military forces and supporting industries are now released to business and industry.*

For More Information Circle No. 149

3. Loss of cash reserve resulting from costly repairs for fire damage.

4. Loss of competitive position brought about by curtailment of activity in research and development — activity which now must be spent on rebuilding and production changeovers.

5. Loss to the community through decrease in trade as a result of reduced earnings of workers living there; sometimes even increased tax burdens because property damaged by fire is removed from tax rolls to the extent that it is not covered by insurance.

No firm can afford a fire and no one can afford to work for a firm that fails to provide adequate fire protection.

Large business fires (those causing over $250,000 damage) are on the increase. The National Fire Protection Assn. in 1954 recorded 54 such fires, with a toll of 9 lives lost, 149 injuries and $23 million worth of property damaged or destroyed. Comparable figures for 1953 showed 29 of these fires, costing 10 lives and $12 million in property.

In 1954, 72% of the large fires originated when the firms were not open. This often means delay in discovery, which is one of the outstanding causes of serious fires. Therefore, the National Board of Fire Underwriters urges businessmen to take the following safety precautions:

1. Consult your local fire department about how to guard against conditions under which a fire may burn and smolder for hours, filling the building with heated gases which in turn heat up woodwork and other combustible material to a point where only the introduction of additional air is needed to make the interior of the building a seething mass of flame.

2. See that all stairways and elevator shafts in any multi-storied building are enclosed.

3. Engage a watchman — or, preferably, install an automatic fire detecting system which will transmit an alarm to the fire department, or equip the building with an automatic sprinkler system.

On the other hand, home fires have decreased for the second year in succession. Are we more aware of the dangers of fire in our homes than in our place of business? The hazard is the same in both places.

Records of estates in probate valued in excess of $2 million were preserved in Shaw-Walker Fire-Files in the office of Probate Judge Hamlin when a seven-hour fire leveled the County Court House at Manistee, Mich. Records in non-insulated files were lost. The new Court House now uses more than 30 insulated files.

The National Board of Fire Underwriters reports that some fire hazards are found in almost every type of business. Here are some tips on what you can do to prevent or remove them:

Smoking will always be a prolific cause of fire. Be sure every cigarette, pipe or cigar is out before you throw it away. Don't smoke near flammable materials or liquids. Obey "No Smoking" signs. Smoke only where smoking is permitted.

Matches: Break the match before throwing it away. Don't use matches as torches to search dark places. Don't light matches near explosive or flammable materials.

Electric Wiring and Cords should never hang from nails or hooks, nor run under floor mats or carpets. Don't fasten to wall with tacks: have approved wiring installed by electricians. Replace all worn or frayed cords on equipment. Use only cords tested by Underwriters'

Laboratories.

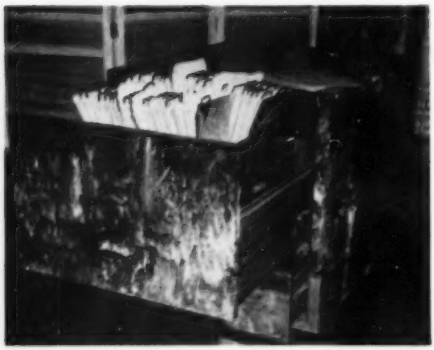
Electric Lights: See that no contact is made with cloth or paper shades, or other combustible material. Have "trouble lights" adequately protected against breakage.

Electric Fuses are safety valves: burned out fuses indicate a short circuit or overload. Check your wiring and equipment. Replace blown fuses with new fuses of proper capacity. Never bridge fuses with coins or other metal.

Electric Irons in commercial establishments should be equipped with a pilot light to show when current is on. Always disconnect iron when not in use or if left unattended. Keep iron on metal or asbestos pad when heated.

Electric Equipment: See that wiring is in good condition. Use equipment only for purpose intended. Keep motors lubricated to avoid overheating. Avoid overloading. Don't leave appliances unattended with current on unless thermostatically controlled.

Flammable Liquids: Don't use flammable liquids in closed rooms or anywhere near open flame or sparks. Liquids such as gasoline, benzine and naphtha give off heavy vapors that can flow along the floor 200 feet or more to an open flame, and flash back to container.



Of 12 businesses destroyed in a nine-hour fire in the Highland Shopping Center, St. Paul, Minn., only one emerged with its records intact. Accounts receivable and inventory records of Highland Drug Center were as good as new in a Shaw-Walker Fire-File accounting machine desk.

Rubbish and litter are causing increasing numbers of fires. Keep closets, corridors, basements and storerooms clear of all accumulations. Clean out spaces under counters. Provide metal containers for wastepaper.

Storage Rooms: All goods in storage rooms should be neatly arranged, with proper spacing and ventilation. Allow adequate space around sprinkler heads to give good distribution of water in case of fire. Fire doors must be kept clear of stored goods.

Rags containing vegetable, animal or fish oils, oil base inks or paints are subject to spontaneous ignition and can start fires by themselves. Store them in tightly closed metal cans, or hang up with plenty of air space around them to dissipate the heat. If not needed, remove from the building or burn after using.

A practical program in fire safety, adapted to the needs of the particular business, will pay rich dividends and greatly reduce loss in life and property. Such a program consists of:

1. *Management Education.* Top executive to supervisor must be firmly sold on the need for fire safety; must practice and enforce it.

2. *Inspections.* The essentials of the company's overall fire protection must be reviewed periodically and kept from deteriorating.

3. *Fire Prevention.* This includes the elimination of fire hazards—good housekeeping.

4. *Pre-fire training* of personnel for emergencies and other standard safeguards.

5. *Fire Protection* of the records you'll need to continue in business tomorrow, if your office burns tonight.

Remember you can have all of the first four above functioning perfectly, and never have a fire start on your premises. But fire from an adjoining property, or other source beyond your control, can destroy your records. Let's stay in business!

Here's the secret

of the world's *most timesaving, worksaving, money-saving dictating machine* *—the Dictaphone TIME-MASTER. This secret is the Dictabelt Record.* *It's crystal clear, unbreakable, mailable, post card size, filable —and it records an average day's dictation* *for just a few pennies. Write* *for Dictaphone's illustrated booklet—"Communication." We'll send you a free Dictabelt, too.*

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On Oct. 20 we will phone four readers who can remember the brand name TRIAD. To each of these four, we will mail a check for $10.00 and a generous package of crisp new TRIAD, and our congratulations.

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Don't Let the Word EFFICIENCY Scare You

A. H. DORSTEWITZ
Manager, Records Management Dept., Stivers Office Service, Chicago.
Past President, Office Management Assn. of Chicago.

THE word "efficiency" seems to ring a sour note in many peoples' ears. I guess that is because years ago we had "efficiency experts" and, whenever they appeared at the office, employees would "close the hatches" and "run for shelter." These efficiency boys were there to cut costs and you could be sure that "heads were going to roll." We have learned since that it isn't necessary to scare people to get efficiency.

Efficiency must start at the top with the officers and key personnel: supervisors, department or division heads and managers. They must know what they are doing and where they are going before they can have an efficiently running organization. Management is the key to efficiency and good management is just the use of good common sense.

Apply common sense to the office and you will find that office management is the coordination of certain clerical facets of business. It is the art of getting the most from people, systems, equipment, money, space; and an art of delegation and follow-through.

Look at management and you will find three kinds: poor, mediocre and good. Poor management shows a lack of understanding, weak leadership, unwise spending of funds and does not get the job well done or at the proper time. Poor management spreads down through the ranks until the future of the organization is impaired and, eventually, the business becomes insolvent.

Mediocre management is somewhat better and you will find some departments operate efficiently and economically. However, in other sections there

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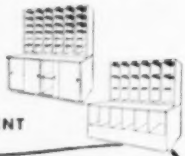

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For More Informaiton Circle No. 247

is such poor direction that a bad department offsets a good one, and the overall picture is that of just breaking even.

Most every office can use new furniture, machines, systems, lighting, decorating, or maybe more personnel. But with our budget, some of these, even though they be sorely needed, cannot become a reality. Funds are being dissipated wastefully and inefficiently. Perhaps a little more efficiency in our daily operations would permit us to buy that machine, or install new lights, or purchase additional equipment, which would permit us to operate more smoothly and economically. This may be the one step between mediocre management and good management.

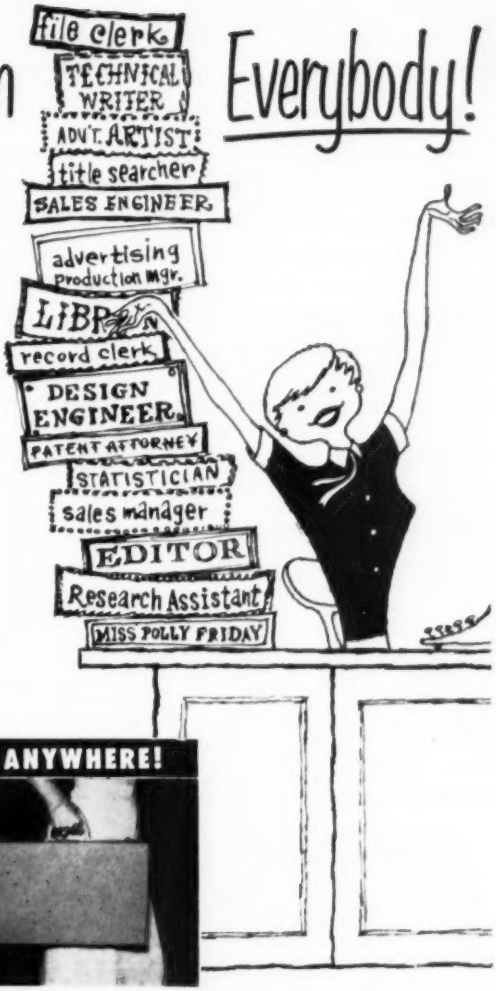
The sales or promotional departments may be doubling their efforts for increased revenue and the office manager may be spending the increase as fast as they bring it in. His efforts should be directed toward greater efficiency at a minimum cost. He is just as much a producer of profits as a salesman writing an order.

Good management does not just happen. There are many components that must be blended to have a smoothly running machine. Most important among the functions of good management are: staffing, organizing, planning, directing, coordinating, controlling. Let's review these functions with an eye for efficiency.

You must first employ those with the ability, or at least the potential, to perform their duties. Be sure you are using the proper number of employees. A poorly staffed, short-handed office will never reach its goal because of employees' inability and because of the strain of overloads. An overstaffed office will reek with laxity, wastefulness and general inefficiency.

Know the correct number of people needed, then make every effort to employ only those best qualified for the jobs. After you have employed them, handle them with care. They are human

Now I'm Everybody!



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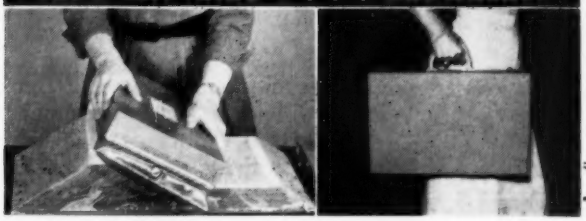

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October 24-28

For More Information Circle No. 164

Let's Talk

A manufacturer has three subsidiary plants in different locations, each of which purchases a great number of materials for production. There was need for an integrated accounting procedure covering the purchasing cycle which would guarantee control, accuracy, and efficiency with proper liaison between the home office and the subsidiaries. A Moore system was installed which centralizes purchasing control in the home office and permits each plant to control its own accounting functions.

The System

Five different operations integrated in one over-all system give the manufacturer efficiency and control in managing purchases. These are the five operations:

1. Stores Department Operation The department requisitions and distributes stockroom items; schedules delivery and use; transmits requisitions to Purchasing. A 3-part Moore Manifold book form is used. Part 1

The Moore book form simplifies requisitioning

posts to a Kardex inventory control. Part 2 is kept in a numerical file; part 3 authorizes withdrawal of items.

2. Purchasing requisitions A 4-part Moore Manifold book form is used by Stores to requisition inventory that is low. Part 1 goes to Home Office Purchasing. Part 2 is kept in a numerical file of the plant's Purchasing Dept.; part 3 stays in a numerical file. The requisitioner holds part 4.

3. Purchase Orders The Home Office Purchasing Dept. uses a 10-part top-stub Moore Speediset form. Parts 1 and 2, and parts 6 through 9 are also connected by a bottom stub.

Parts 1 and 2 (bottom-stub Speediset) are sent to the vendor, part 2 being returned as acknowledgment. Purchasing holds 3 in the file. 4 stays in a Vendor file and is matched later to vendor's invoice, receiving report, etc. Part 5 goes back to Stores for its file. Parts 6, 7, 8, 9 (bottom-stub Speediset) is the Receiving Report with price columns blocked out. Part 10 is sent to the department that requisitioned as check against error.

4. Receiving Report This is made up, as stated before, of parts 6 through 9 of the Purchase order. After merchandise is received, the Receiving clerk distributes parts thus: part 6 to Purchasing to approve vendor invoice; 7 to the requisitioner as notification; 8 stays in the Receiving file. Stores uses part 9 to post to Kardex. It is then forwarded with copy of invoice to Accounting for expense—and cost-distribution.

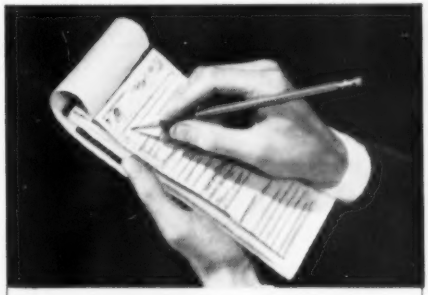
Forms

5. Accounting and Inventory records Invoices sent by vendor are matched with parts 4 and 6 of the Purchase order. They are used to process payments and to give account distribution control. A Kardex in Stores furnishes positive control for all items issued or received.

The 10-part Moore Speediset

Savings and Gains

Moore's multi-part speed stationery has eliminated entry duplication. There are minimum writings to control purchasing, receiving, accounting and inventory. Careful form design and the right distribution have given control of purchases and inventory. Receiving record is a by-product of the Purchase order, eliminating one form. Other economies are: simplified matching, scheduling of shipment arrivals, better control at the receiving dock. Carbon handling and form jogging are eliminated by the Moore Speediset construction, allowing subsequent entries. If you would like a closer look at this well-engineered system, write Moore for System Survey No. 3322-19-63. Or fill out and mail the coupon to the Moore office nearest you.



HANDY WAY TO DO IT

The book form, a Moore first, can be used in any business, any operation—wherever hand-written forms are desirable. It gives original records. Moore constructs book forms in a great many ways to suit varying needs. Convenient, inexpensive.

Moore Business Forms, Inc., Dept. O-3
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Denton, Tex.
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Please send me Moore System Survey No. 3322-19-63.

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Company _____

Street _____

City _____ *Zone* _____ *State* _____

For More Information Circle No. 125

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No more groping for different keys — one Main Motor Bar adds, subtracts, sub-totals, totals and clears.

- Variable decimal point prints where it belongs.
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"SUPER DIAL" does the job of a calculator . . . yet it is sold at the price of an adding machine.

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For More Information Circle No. 124

beings. They react to recognition, fairness and all aspects of good leadership. You must gain their confidence and, to do so, you must be sincere and cordial; explain what the rules are, and what you expect. First impressions are lasting. You can build enthusiasm, loyalty and productivity; or lay a foundation for bad habits and attitudes, and tear down initiative and morale.

The most important part of your office is people. Choose them wisely, sparingly but adequately, and then *work* with them. One of the best measuring sticks for personnel is: "Would I enjoy having them visit my home?" If they meet this requirement and, of course, have met the standards of your job requirements, you have good employees. Treat them in the same manner as you wish to be treated. Pay them in keeping with the quality of performance you expect. Underpaid personnel are disgruntled and inefficient.

Organization is necessary in everything we do. We must know where we are going and the best way to get there. Each department must have a leader and each employee must know that he has one boss. Employees cannot take orders from several people without becoming confused. The Good Book says, "No man can serve two masters."

There must be well organized methods, systems and standards so that the most efficient procedures are used. Today we have time and motion studies, work simplification methods, flow charting, employment tests, and organization charts. All these tools must be brought into play for a well-organized operation.

Investigate the latest in machinery and equipment to be sure you are using the best tools for your operation.

Every person must have a job to do. He must know what his area of work includes and that his assignments fall within that area. A well organized operation will develop people in their particular assignments and utilize to the fullest degree the skills, ambitions and interests of each individual.

There must be delegation of authority. Those in supervisory or managerial posi-

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Prevent Eyestrain

Increase office efficiency

Model 5223-5200. Affords wide swing over typewriter and desk. Also adjusts vertically.

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DAYLITE LAMPS

Emeralite lamps have a special Daylite screen that *filters the light*, giving it the pure white, glareless quality of natural daylight. In this perfect light, eyes see more clearly, can work longer, more accurately, with less strain and fatigue. Moreover, Emeralite lamps place the light where it is needed—on the working area where general illumination is often insufficient.

In many models for desks and business machines. At leading dealers.

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Model 5437-D Arm swings. Height adjusts.

Model 5032-5200 Desk lamp.

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For More Information Circle No. 225

tions must have the authority to make decisions and to hold the respect of those for whose work they are responsible. Proper delegation will speed production and develop initiative and leadership. But delegation is only the first half of good management. Follow-through is the second half. You can spread the work but, if management does not follow up on the assignments made, sooner or later there will be a slow decay in efficiency. You may know the principles of organization but, if you do not apply them objectively to your own office, you cannot expect to have a practical and efficient operation.

Planning is a technique that involves many steps:

What is it you want to accomplish?

Are all the facts about the problem on hand?

Which steps come first?

How much will it cost?

Will the budget permit it?

Is it necessary?

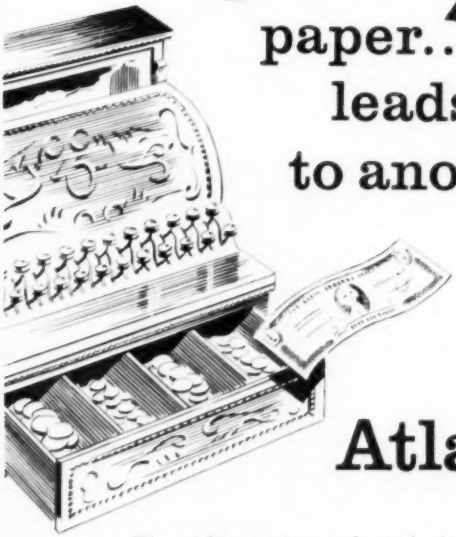
After these have all been answered, lay out the proposed plan. After you have finalized the plan, be sure to test it. If the plan seems to be the answer to your problem, put it into effect.

Make certain you sell your plan to those employees who will perform the duties. If you don't, you will not have everyone pulling together. Put them in the boat with you and they'll not bore holes in it later. Never say, "This is what we are going to do," without explaining why and what it will accomplish. Let them take part in the planning and they will take an interest in the results.

Once the plan has been installed—follow it, but be sure that you have left enough flexibility for progressive changes that inevitably arise through expansion and growth. Good management is constantly planning for the future. No operation can stand still. If it does, it will start downgrade. Plan your work, then work your plan.

Planning encompasses the whole field of deciding what you want people to

one good paper... leads to another...



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Atlantic's greater, measurable bulk means *smoother running...less make-ready time*. What's more, Atlantic is moisture-controlled to assure dimensional stability for *accurate register* on every run. Above all, every Atlantic sheet has the *uniformity* required for color, cleanliness and affinity for ink. No wonder Atlantic is called "The Printers' Paper"!

There is an Atlantic Paper exactly suited to *your* printing requirements...one that may lead *you* to bigger profits. Why not contact your Atlantic merchant today and find out for yourself!

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The proven space-saving, speed and economy of open-shelf filing.
Record protection from dust, dirt and fire equal to that of drawer files.
Pull-out work shelves for file maintenance and notations.

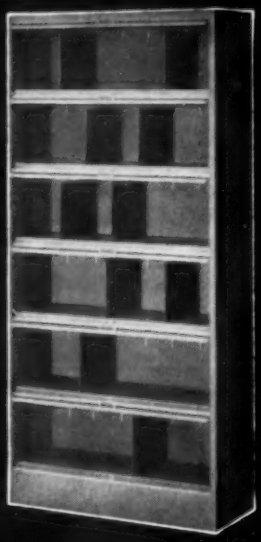

Photo at upper left shows Space Finder No. 1200 with doors closed. Center left photo shows girl using door as posting shelf. Space Finder at right has all doors open for active filing use. (Available with or without doors.)

For full details about Space Finder File and our other new equipment for the office, write for Catalog No. 6 as well as the name of your local representative.

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Our complete line of tabulating accessory equipment is described in catalog No. 5. Write for your copy today.

TAB PRODUCTS CO.—57 Post St., San Francisco 4

For More Information Circle No. 108

accomplish. It involves the careful determination of needs, establishment of objectives, outlining procedures that will attain those objectives, and proper assignment of responsibility to individuals or groups.

Directing probably gets more people into trouble than any other function of management. It's how you say it that counts. Directions should be in writing whenever possible. There is too much room for misinterpretation in verbal direction. When verbal orders are necessary, be sure they are given and understood accurately. A verbal order may be altered by word of mouth while a written order remains the same.

To direct properly you must:

1. Know what you are talking about.
2. Give your orders to the proper people.
3. Sell the idea before directing.
4. Be sure the orders are reasonable.
5. Follow through to see that directives are carried out.
6. Never expect a person to do something you would not do yourself.

Directing is a duty that should be given only to those who are qualified. You are dealing with human beings, so base your instructions on impersonal decisions, not on snap judgments or rule of thumb. Employees must have full confidence in you, otherwise your orders will be accepted doubtfully and perhaps not carried out. Never command—convince!

Coordination within the office is of prime importance. You can make your plans, have the organization and power to direct, but these alone will not guarantee success. All departments, all employees and all management must work together in one coordinated effort to reach the goals that have been established. The manager's greatest job is to see that he has welded his departments or divisions into a smoothly running team which will produce maximum results from maximum efforts.

Coordination does not just happen. Like any team, it requires: good com-

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Mr. Digby Chandler, President, Annin and Co., New York, N. Y.

It used to take a typist an hour and three-quarters to retype a government bid. Another half-hour was lost proofreading with a second girl. Four bids a day was tops for the fastest typist. Now, with a Kodak Verifax Copier, this amount of work is done—*impossible as it sounds*—in 10 minutes. In less than three weeks the savings—on this one use alone—exceeded the $240 cost.

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you'll get **SHARPER, FASTER COPIES**

when the MASTER SHEET is PATAPAR TRANSLUCENT PARCHMENT

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Patapar Translucent Parchment has a perfect surface for printing with opaque or regular inks. It is excellent for typewritten copy, pen and pencil entries, artists' sketches or drawings.

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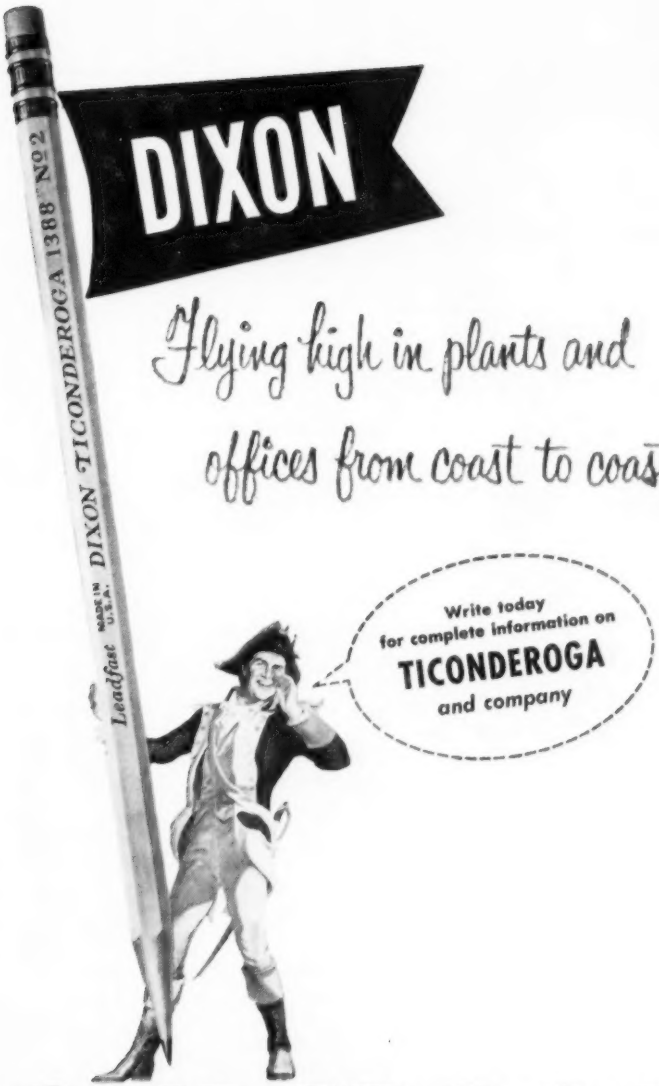
For More Information Circle No. 263

munications, perfect timing, complete understanding of the other fellow's problems, absence of weak spots, and everyone geared to the same rate of speed and headed in the same direction. One person, or one department, can throw the wheels out of balance just as in a machine that has one part broken, worn or misfitted.

In industry, the factory must produce what the sales department sells, and the sales department must sell what has been produced. In between these two there is the office which must handle the paperwork of both. If all three are not coordinated, a business cannot succeed profitably. Coordination is for everybody. Each department head and each group supervisor must use all the reports, records, charts, schedules and techniques to bring about complete coordination. Conference with advisory committees meeting at regular and definite intervals are a check on how individuals or departments are working together.

Controls must be established to know how well a department is functioning. If our controls show that production is adequate, that timing meets schedules and that costs are within the budget, we can safely feel, at that moment, all is well. Should the operation change, our controls will point out where the change

(Continued on page 144)



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Manufacturers of adding machines, cash registers, bookkeeping machines and the world's most advanced typewriters.

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FOR PRINTED OFFICE FORMS?

Record forms are vital to any business, but why pay the high cost of having them printed?

Just listen to this—every single one of the many forms necessary in the manufacture and sale of our Tempo Duplicators and supplies, is reproduced *right here in our office.* And, at just a fraction of the cost of printing—even in our own print shop!

You can do the same. If you use any office forms, whether in large or small quantities, it will pay you to investigate Tempo's Complete Office Printing Program.

Just pin the coupon to your letterhead and drop it in the mail. Why not do it now—before you turn the page?

REPRODUCE THEM RIGHT IN YOUR OWN OFFICE

Purchase Orders
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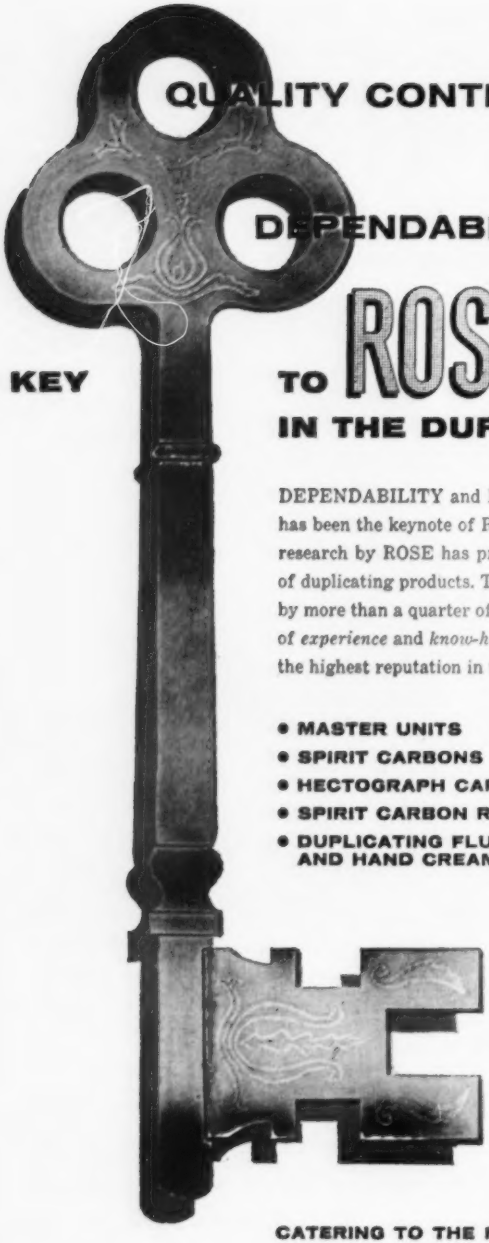

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Now get instant photocopies of anything written, printed, typed, drawn or photographed right in your own office.

Turn the dial . . . get the clearest, fastest, most convenient copy of anything. It's the new all electric Apeco Dial-A-Matic Auto-Stat with revolutionary finger tip dial control . . . the results of years of Apeco experience and continuous research. The original can be any color on opaque or transparent paper — printed on one or both sides. It copies any original up to 15" wide any length. It's light weight for easy portability . . . compact to fit on the corner of any desk and is styled in polished and satin finish stainless steel. It offers hundreds of money and time saving uses at a price well within the budget of even the smallest firm.

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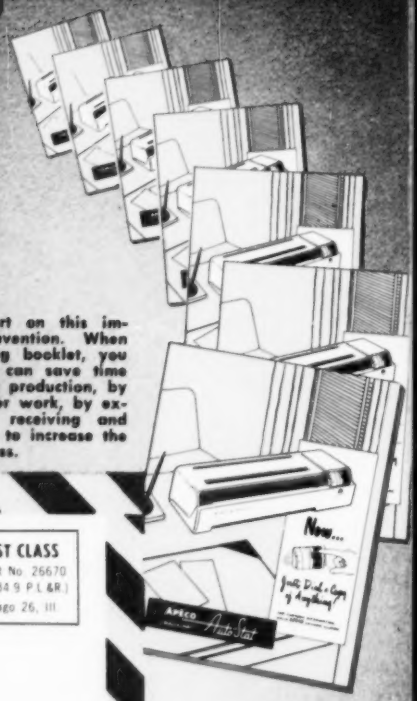

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Uniquely and completely automatic, the versatile Olivetti Printing Calculator automatically multiplies and divides, and is also a fast 10-key adding machine, with automatic credit balance and direct subtraction. Its tape provides permanent printed proof of all calculations, for fast, easy auditing.

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500	10.25	15.50	21.95	29.50
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500	11.00	12.75	17.35	16.90
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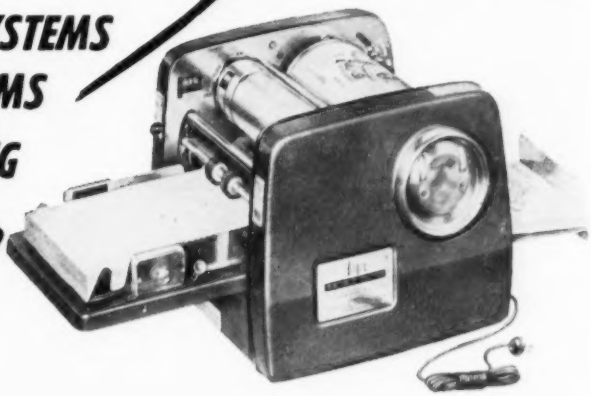
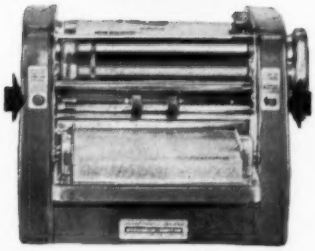
ENGINEERED

FOR SYSTEMS AND FORMS DUPLICATING



the Heyer CONQUEROR *SPIRIT OF '76*



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The first truly automatic electric duplicator with push-button control. All you do is push the button and motor and feed start operating, and last sheet through turns off both feed and motor *automatically!* The Conqueror Model 76 is the electric duplicator with *unequalled features* —at an *unequalled price.*

Feed Lock-Out (arrow at right) makes Model 76 the ideal duplicator for systems and forms applications. Lock-Out permits single sheet feeding as it holds automatic feed inoperative. Push-Button motor switch in combination with Lock-Out gives you single sheet feeding and single revolution operation with each press of push-button. Block-Out Slot (not pictured) lets you quickly and easily mask information on master so that any portion you desire to block-out will not reproduce.

Ask your Conqueror dealer to demonstrate the Model 76 or send for FREE booklet, "Duplicating Problems Conquered."

write to:

THE HEYER CORPORATION

1821 S. Kostner Ave.

Chicago 23, Illinois

For More Information Circle No. 172

with purchase of this • • • • •

LIMITED OFFER! Buy one of these sleek new "SCOTCH" Deluxe Desk Dispensers and twelve ½ x 1296-inch rolls of "SCOTCH" Cellophane Tape (now at the lowest prices in years!). An additional Deluxe Desk Dispenser will be given you FREE of extra cost!

You'll want to order several of these deals—it's your chance to equip every desk with these time-saving dispensers and ever-useful "SCOTCH" Cellophane Tape. Tell your supplier you want Deal "S"—but you'd better act quickly . . . supplies are limited!

NOTE: If you prefer tape in the ¾" width, ask for Deal "R." Same two dispensers for the price of one!

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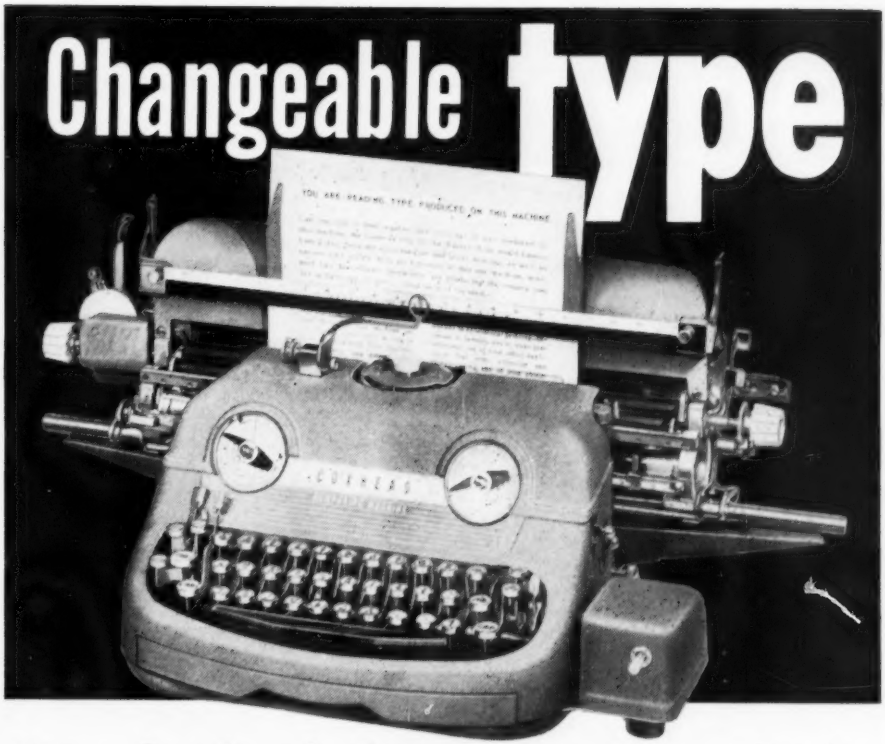
The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Company, St. Paul 6, Minn. Export Sales Office: 99 Park Ave., New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.

For More Information Circle No. 177



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Choose any style or size from a variety of hundreds of beautiful faces, 6 pt. to 12 pt. Changes can be made in the middle of a line or paragraph. Both margins are automatically evened and the copy is instantly ready for the photo-offset camera, stencil duplicator or litho machine. You will save from 50% to 75% on your present printing or duplicating of office forms, price and parts lists, booklets, house organs and practically any job which has to be reproduced. The Vari-Typer is operated by office help, in your own office.

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● *All body-copy in this 'ad' was composed on the VARI-TYPER. Type for heads were photo-composed on the COXHEAD-LINER.*

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For More Information Circle No. 207

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Announces the NEW . . .

8000 SERIES
OFFICE MACHINE STANDS

with features never before available . . . *Completely* and *absolutely* VIBRATION-FREE heavy duty stand.

Super strength and vibration-free performance achieved through rigidity never before known in office machine stands

The new Tiffany 8000 Series is the ABSOLUTE ANSWER . . . THE STAND that meets ALL requirements for today's electric typewriters and bookkeeping machines. Compact . . . occupies minimum office space; new "KING SIZE" drop leaves; new maximum capacity top adjusts quickly for all machines . . . NEW EASE-OF-OPERATION features.

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. . . You can believe us when we say that this magnificent piece of equipment, precision designed . . . goes everywhere! This "open-arms" policy is the direct result of such advanced features as a 25 second color change and the ability to reproduce continuous tone photographs — both Roneo exclusives. Plus such features as a totally enclosed drum, completely automatic inking with Roneo's Semi-Paste Ink.

RONEO 500 pays its way wherever it goes!

The Roneo 500 offers you the nearest thing to printing at mimeographing cost! Nothing like it at this price or any other price. For these and other Roneo features write for free copies of RONEOTRONIC Reproductions.

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Exclusive U.S. Distributors:
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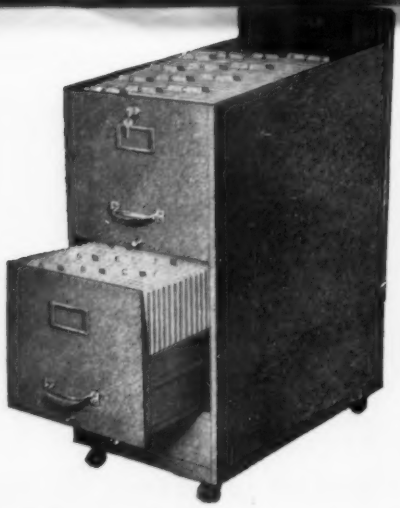
For More Information Circle No. 167

The "SECRETARY" FILE No. 470 **$53.75**

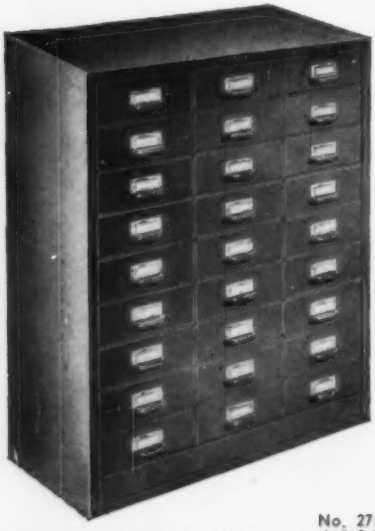
Heavy gauge steel, with two ball-bearing letter files; two double index drawers for 3 x 5 or 4 x 6 cards (6400 capacity), can also be used for cancelled checks; three adjustable storage compartments under lock and key; 30½" wide, 37½" high, 17" deep. Olive green or Cole gray.
With plunger-type lock that automatically locks all drawers .....No. 470PL **$61.25**



STEEL PORTABLE FILE

Top compartment has lift cover, under lock and key, for current records and visible data. Below, a ball-bearing suspension filing drawer for other records. 4 swivel casters and 2 spring compressors. Green or Cole gray finish.

No. 854 (Letter size) 30½" high **$44.95**
No. 858 (Legal size) 30½" high **$54.95**



MULTI-DRAWER CABINET No. 2712 **$41.25**

Sturdily built, of heavy gauge steel. Contains 27 drawers. Ideal for office forms, printed matter, photographs, etc. Green or Cole gray finish. Outside dimensions: 30⅝" wide, 37½" high, 13½" deep. Inside drawers 9" wide, 3½" high, 12" deep.

STEEL STORAGE CABINET No. 349L **$45.00**

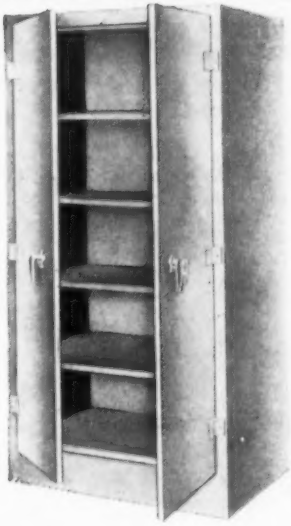
Keeps office supplies and printed matter clean and orderly. Will pay for itself by preventing petty pilferage. Two-way locking device controlled by a paracentric lock. Three adjustable compartments. Olive green or Cole gray. 30½" wide, 37½" high, 17" deep. The above with combination dial lock instead of key lock .....No. 349Y **$54.95**

For More Information Circle No. 209

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

COLE'S Safe Type STEEL CABINETS

Can be easily assembled in a few minutes. Built for a lifetime! Will keep your office supplies and printed matter neat and orderly. Doors are equipped with a two-way locking device controlled by a paracentric lock. Will pay for itself by preventing petty pilferage. Five adjustable compartments. 76" high, 36" wide, 18½" deep. Green or Cole gray baked enamel finish.



Additional shelves available. No. 76 → **$52.95**

WARDROBE CABINET

Same size as above unit with hat shelf plus rod for coat hangers replacing the shelves .....No. 76R **$51.95**

COMBINATION WARDROBE and STORAGE CABINET No. 76C

Same size as above, with 3 adjustable shelves, a hat shelf and coat rod. .....No. 76C **$62.50**

COLE'S STEEL SHELVING UNITS

Extra heavy gauge steel, yet costs no more than wood. 50% more capacity than standard units. Shelves are adjustable, can be raised and lowered or more shelves added. Doubly reinforced for extra rigidity. Green or gray.

SHELVING UNITS (CLOSED)

No.	Wide	High	Deep	Compartments in each unit	Price
8712	36"	12"	87"	six	**$34.95**
8718	36"	18"	87"	five	**41.00**
8724	36"	24"	87"	five	**52.95**
9XB	30½"	9⅞"	49"	four	**24.95**

SHELVING UNITS (OPEN)

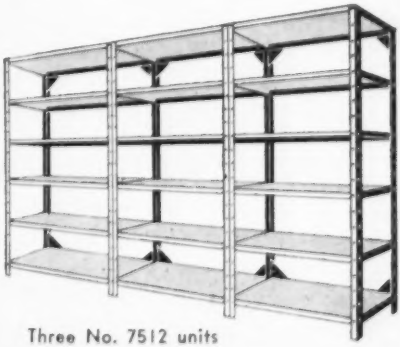
No.	Wide	High	Deep	Compartments in each unit	Price
7512	36"	12"	75"	six	**23.95**
7518	36"	18"	75"	six	**26.95**
7524	36"	24"	75"	six	**32.00**

PRACTICAL
Add units as needed

ECONOMICAL
Costs less than wood bins

ORNAMENTAL
Improve appearance of your office or stockroom

One No. 7512 units

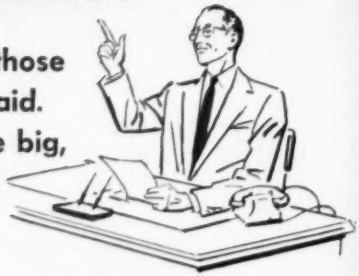


Three No. 7512 units

For More Information Circle No. 209

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

THE BOSS SENT ME SHOPPING FOR A STAPLER TODAY!



"I don't want any of those dainty little jobs," he said. "Just get me a nice big, rugged stapler . . . that can take it."

The clerk at the stationery store highly recommended an **ARROW No. 202.** He said to tell the boss it has rugged durability and built of all-steel to last a lifetime. Also, that it has a precision-locked mechanism that's guaranteed against jamming and clogging.

P. S. My boss liked it and told me I was a good shopper.

NO. 202
Loads 210 standard staples

NO. 105
Loads 105 standard staples

For myself, I bought an **ARROW No. 105** Stapler. It's a little streamlined beauty that does 4 jobs in one... It's a stapler, tacker plier and pinner all in one. A real bargain for the money.

A STAPLER FOR EVERY PURPOSE ...IN EVERY PRICE RANGE

P-98 Hand Stapler

No. 11 Utility-Economy-Stapler

T-32 Gun Tacker

ARROW STAPLERS are recognized in modern offices everywhere for their OUTSTANDING QUALITY, REMARKABLE VERSATILITY and DEPENDABLE PERFORMANCE. Investigate Arrow Staplers yourself today. SOLD AT LEADING STATIONERS EVERYWHERE.

ARROW FASTENER COMPANY, INC.

ONE JUNIUS STREET, BROOKLYN 12, N. Y.

PIONEERS AND PACESETTERS FOR OVER A QUARTER CENTURY

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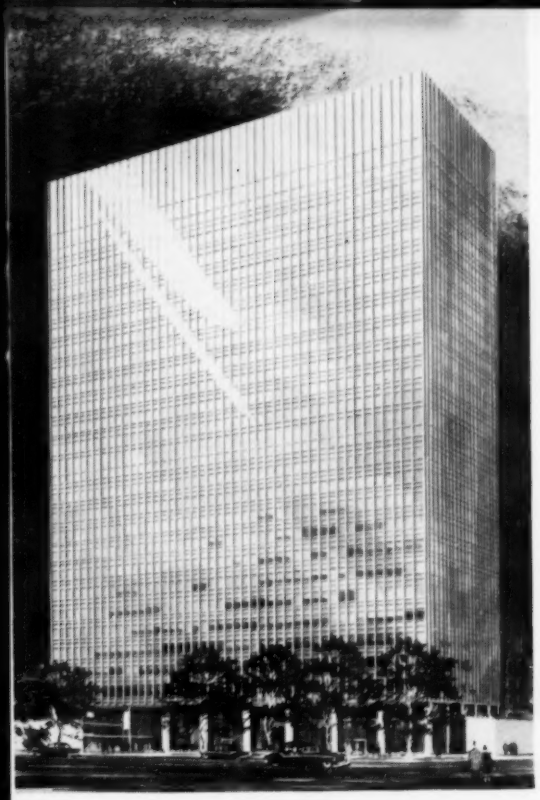
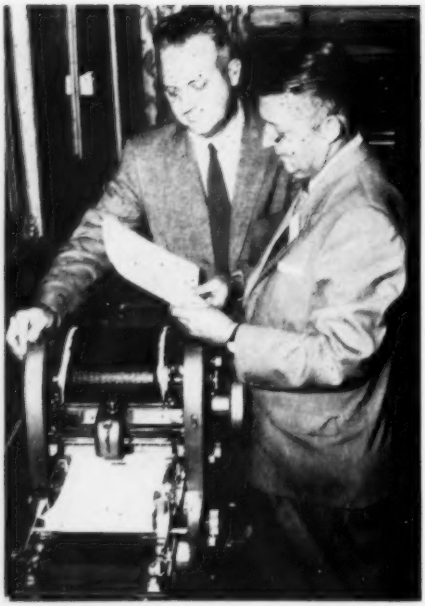


Cleveland's first big new office building in 25 years will be the $17 million, 22-story, air-conditioned Illuminating Building. Cleveland Electric Illuminating Co. will occupy offices on six floors. Carson & Lundin, New York, are the architects; McGeorge-Hargett & Associates, structural and mechanical engineers; Jaros, Baum & Bolles, consulting mechanical engineers.

CAmeRA

Union Carbide & Carbon Corp. will build this 41-story building for the new home offices of the corporation, its divisions and subsidiaries. Located between Park and Madison Aves., 47th-48th Sts., New York, the air-conditioned offices will include a completely equipped medical unit, lounge areas and employee cafeteria. This reverses Union Carbide's decision to build offices in Westchester County. The Grand Central area project involves an investment of about $40 million; was designed by Skidmore, Owings & Merrill. Occupancy in 1958.

Weldon Humphries, student at Carthage (Texas) High School, was named "Mr. Future Business Leader of America of 1955" by Future Business Leaders of America, a division of United Business Education Assn. of National Education Assn. He was awarded an Underwood portable typewriter.

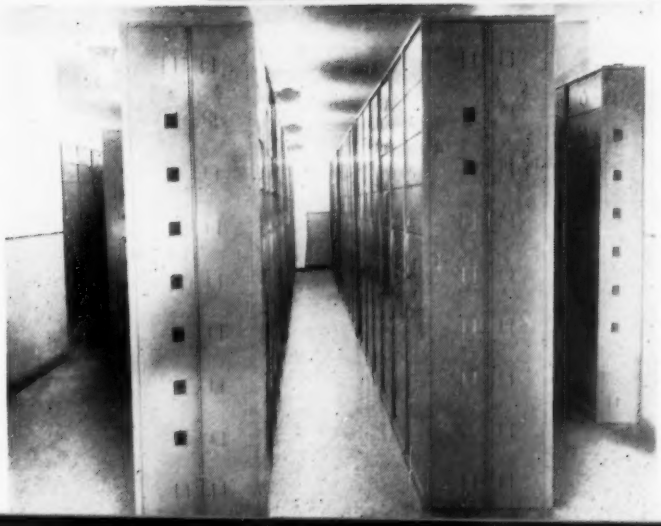


E. W. Boehm (left), Chicago distributor for A. B. Dick Co., and Walter E. Erickson, Illinois state superintendent of printing, with one of the two mimeograph duplicators which produced 25,000 copies of material used at the 47th Annual Governors Conference in Chicago.

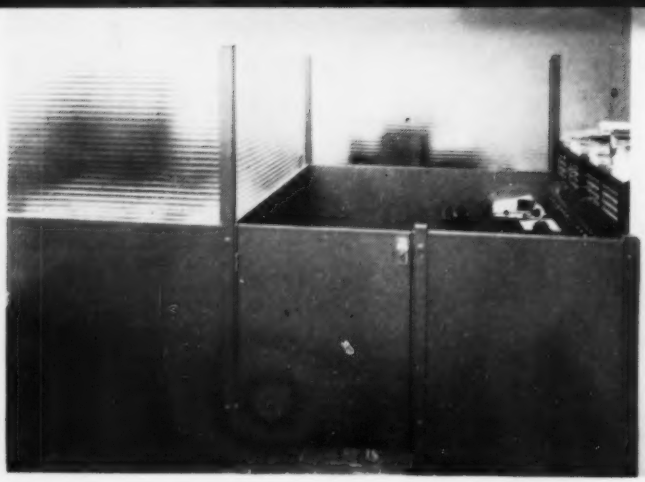
LuRetta Stasch, Marchant director of education; Harold Babcock, Norman R. Dilley, Charles E. Peters, Mr. and Mrs. Glenn M. Butterfield, and Harold T. Avery, Marchant vice president — engineering, on a visit to the plant of Marchant Calculators, Inc., during the western regional conference of the National Science Teachers Assn.

International Business Machines Corp. shipped its hundredth IBM 650 Magnetic Drum Data Processor to Paris where it will become the heart of a data processing center.

John J. Wark, supervisor of office services, and Dorothy Welch, operator, with one of the five Tempo Imperial Duplicators used by the Union Oil Co. of California, Los Angeles. Tempo Duplicators are made by Milo Harding Co.



This installation of Visi-Shelf Files is in the Jersey City Medical Center.



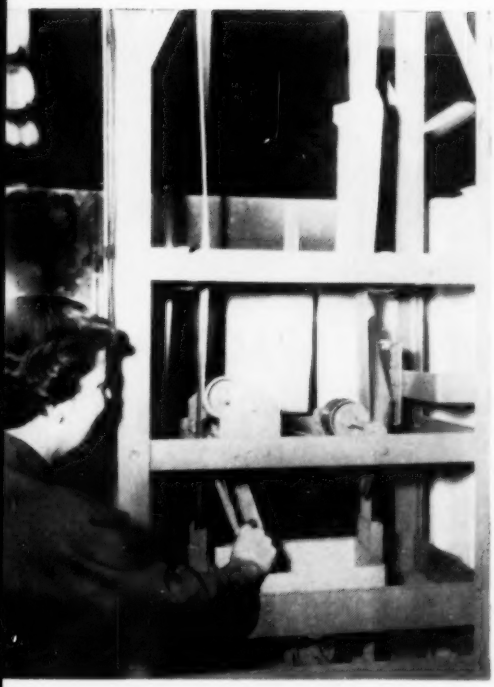
Three photographs taken in the new central office of Yale & Towne Mfg. Co., White Plains, N. Y., showing Otis Panelette partitions installed by Irwin Casper, Inc., of New York.

A private office at Mojonnier-Dawson Co., Franklin Park, Ill., showing Invincible driftwood tan steel equipment made by Invincible Metal Furniture Co. and installed by Industrial Office Supply Co.

Redecorated reception foyer in the executive offices of Park & Tilford Distillers Corp., New York. Receptionist is Carolyn Boro.

Drafting room of United Air Lines office building at the San Francisco airport showing installation of aspirating air diffusers made by Anemostat Corp. of America. There are no drafts despite relatively low ceiling.

West-ward, Inc., New York, national pharmaceutical distributors, sends their druggist customers a photocopy of original order with the invoice. Order forms are airmail business reply cards and four copies are made at one time with a Copease Duplex photocopy machine. Pharmacist receives invoice and copy of his order before merchandise arrives so he knows what deliveries to expect and can check them immediately upon receipt.



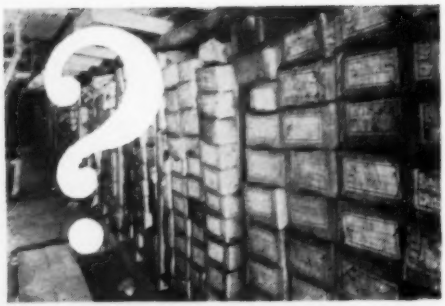
Conveyor Pays for Itself in a Year

Conveyor belts running 300 ft. between two floors enabled Standard Pressed Steel Co., Jenkintown, Pa., to cut 1½ days from their order processing time. Installed at a cost of slightly more than $5000, the conveyor will pay for itself in a year since two girl messengers have been transferred to more productive work. The belt carries 400-500 orders a day from the sales department to credit, inventory, typing, shipping and billing. An order (at left) arrives in the shipping department 13 seconds after it leaves the office on the floor above.

The horizontal section of the conveyor belt has four troughs, two running in each direction. Two troughs make all stops both ways, the third is an express trough which skips certain stops, the fourth is a standby. The conveyor system was made and installed by Novak Co., Plainfield, N. J.

If your storage area looks like this ☞

It is costing you dearly in floor space and loss of employees' time.

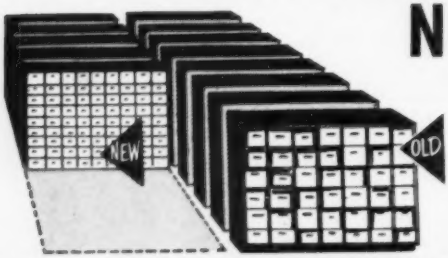


Every Type of Industry Can Save BOTH MONEY and SPACE with

NYLO-GLIDE

low-cost

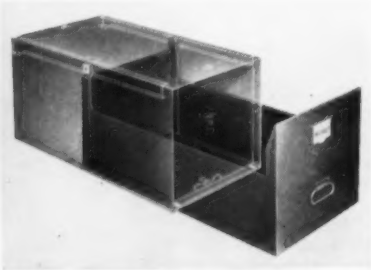
STORAGE FILES



These nylon bearing, smooth operating files are available in any size. Stack and interlock them one on top of the other or side by side in any available location. No waste space—inside or out. Designed to fit the records they hold.

SAVE 40% FLOOR SPACE
Nylo-Glide record files save more than 40% in valuable floor space. The appearance of the files has been improved, and the storing of records is much easier in neatly arranged stacks making the cleaning problem simple.

ATTRACTIVE WORKING AREA
Efficiency engineered system of drawers to fit YOUR form and YOUR space provide a flexibility that is unparalleled in filing equipment.
The Nylon Bearings make heavily loaded drawers GLIDE easily and quietly.



A complete installation often costs less than shelving and corrugated boxes!

RECORD FILES, INC.
P. O. BOX 581 • WOOSTER, OHIO

Please have your nearest representative stop and see us at his convenience.

Name _____

Address _____

City _____ State _____

RECORD FILES, INC.

P. O. BOX 581
WOOSTER, OHIO

Specialists in RECORD STORAGE EQUIPMENT
Call us for a survey and demonstration of equipment.

For More Information Circle No. 316

"Copy Cats" Waste Time and Money

THAT YOU CAN SAVE WITH COPYFLEX!

Desk top Model 100 Copyflex copies originals 11 inches wide by any length. Makes up to 300 copies of different letter-sized originals per hour $498.50

Depending on the size of your company, hundreds to thousands of hours are wasted each month by personnel who are forced by paperwork to become "copy cats." Time and time again they copy by hand the same original information from one departmental form to another. Their work is costly, slow, often inaccurate.

The new, versatile Copyflex Model 100 does the work of "copy cats" . . . faster, at far less cost, and without errors. With Copyflex, original information is written only once—department copies are mechanically reproduced from the one original action paper. Letter-size copies are produced at a cost of less than a penny each for materials. Copyflex one-writing systems can be tailored to any systematized paperwork in your firm, to speed and simplify purchasing, production, shipping, invoicing, accounting, and a host of other operations. Valuable personnel are freed for other important work. Operations are better controlled. You save thousands of dollars in time and labor.

Copyflex machines are quiet, clean, odorless. They require only an electrical connection, can be operated by anyone. Mail coupon today!

Find how Copyflex can simplify and speed the following paperwork:

Purchase Requisitions	Accounting Reports
Receiving Reports	Payroll Records
Bills of Material	Invoices
Consolidated Reports	Tax Returns
Production Orders	Sales Analyses
Shipping Notices	Inventory Records

Amazing New

BRUNING

Copyflex "100"

Copies anything typed, written, printed, or drawn on ordinary translucent paper—in seconds.

Specialists in Copying Since 1897

Charles Bruning Company, Inc., Dept. 102-G
4700 Montrose Ave., Chicago 41, Illinois

Please send me information on Copyflex process and new Model 100 machine.

Name _____ Title _____

Company _____

Address _____

City _____ County _____ State _____

CHARLES BRUNING COMPANY, INCORPORATED • 4700 MONTROSE AVENUE • CHICAGO 41, ILLINOIS

In Canada: Charles Bruning Company (Canada) Ltd., 105 Church St., Toronto 1, Ontario

For More Information Circle No. 161

Smead's Files are rugged and built to carry the load

Ask your stationer to show you the modern filing containers made in the new leather-like wear resistant material . . . created and fabricated by us . . . or write for a free sample of this new long-wearing finish.

THE SMEAD MANUFACTURING CO., INC.
HASTINGS, MINNESOTA • LOGAN, OHIO

For More Information Circle No. 109

PATENTED EFFICIENCY in the Use of CARBON

KEE LOX

GRIP-N-PULL CARBON PAPER

WITH THE EXCLUSIVE *ECONOMIZER BOX*

1. Automatic Alignment.
2. Automatic Rotation of sheets for longer wear.
3. Automatic Warning of last typing lines.
4. Hands do not touch the coated surface.

Exclusive sales rights given to dealers in Foreign Countries.

BRANCHES IN ALL LARGE CITIES IN THE U. S. A.
For Foreign, Write for Prices, Samples and Territory to

Export Dept., KEE LOX MFG. CO., Rochester 1, N. Y., U.S.A.

For More Information Circle No. 166

FISH WHERE THE BIG ONES ARE

If you want to do big business, go where the big business ideas are! That's New York—the world's capital of business; national headquarters for most big companies.

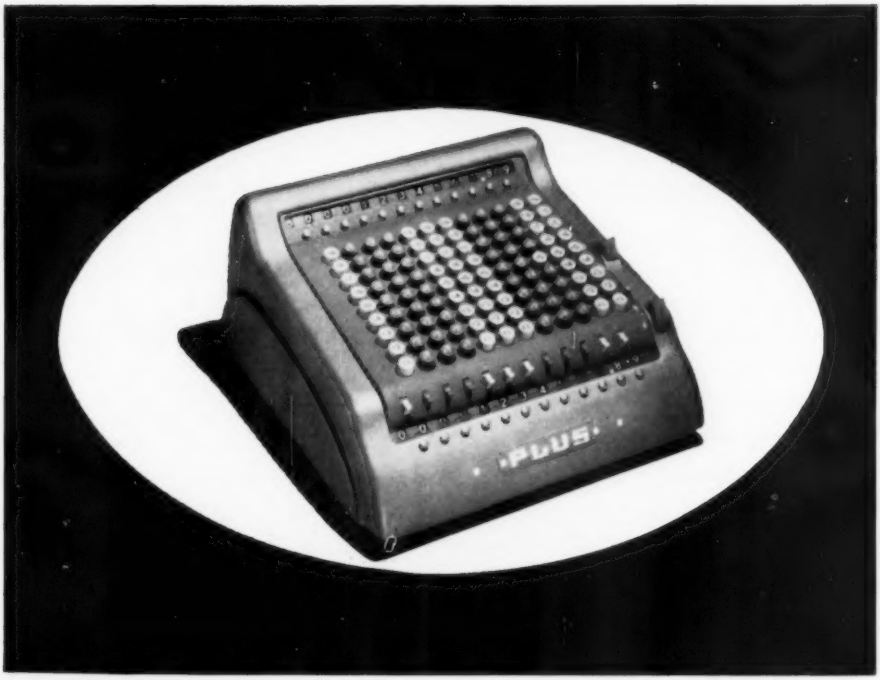
That is why the one truly national business show is held in New York—for New York is where most national planning and buying is done.

NATIONAL BUSINESS SHOW

OCTOBER 24th THRU 28th, 1955

RUDOLPH LANG, *Managing Director*
33 West 42nd Street • New York 36, New York • PEnnsylvania 6-6760

For More Information Circle No. 139



Duplex Electric Model 912 ED— *(Illustrated)* features extra 'Memory' Register, Automatic Accumulation, Subtraction and 'Full Cent' *but* represents no greater investment than other ordinary single register machines.

PLUS

- RAPID ADDERS
- HAND OPERATED CALCULATORS
- SIMPLEX ELECTRIC CALCULATORS
- DUPLEX ELECTRIC CALCULATORS

Plus Computing Machines, Inc.

5 Beekman Street, New York 38, N. Y.
Telephone REctor 2-0045

Plus Computing Machines, Inc.
5 Beekman St., N. Y. 38, N. Y.
Without obligation:

☐ Please arrange free demonstration in my office.
☐ Please send complete literature on your line of PLUS equipment.

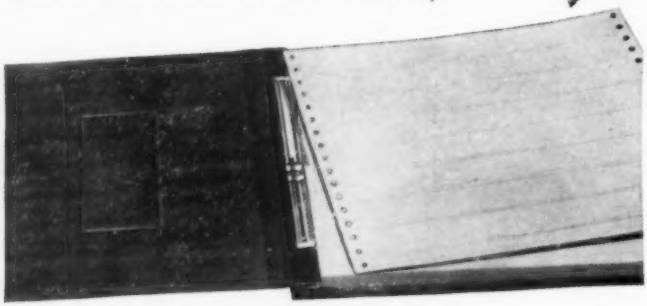
Name_____
Company_____
Address_____
City_____ Zone____ State_____

For More Information Circle No. 101

PROTECT Your Business Machine Records in

ACCOPRESS PIN PRONG BINDERS

If your business machines use marginal pre-punched sheets, the Accopress Pin Prong Binder is made especially for them. As an indispensable aid to orderly, safe filing—temporary or permanent—Accopress Pin Prong Binders give you the added features of loose leaf convenience with economy.



Like all Accopress Binders the "9000" Pin Prong line stacks flat, comes in a wide variety of sizes and with fasteners for either 6" or 8½" centers. Made of heavy long lasting pressboard *or* heavy binder board covered with canvas or black pebble grain cloth.

Dress up your files, protect your records. Ask your stationer to show you Accopress Pin Prong Binders—and the whole Acco line for greater filing efficiency.

ACCO PRODUCTS, INC.

Odgensburg, New York

In Canada: Acco Canadian Co., Ltd., Toronto

For More Information Circle No. 186

SIMPLIFY YOUR SHIPPING PAPERWORK...

Time and labor can be saved by tying in two necessary jobs—shipment addressing and preparation of shipping paperwork. A small, inexpensive paper stencil, called the Weber Tab-On Stencil, is tabbed over the ship-to or address area of your bill-of-lading form or other paperwork. In one typing, the forms and stencil are prepared with the customer's address. This same stencil is then attached to a Weber handprinter and used to imprint the address directly on containers, labels or tags. Repetitive typing eliminated. Address always corresponds with paperwork. No expensive equipment. Clip the coupon for full details.

Weber

Weber Marking Systems
Dept. 8-J
Division of
Weber Addressing Machine Co.
Mount Prospect, Illinois

MAIL FOR FULL DETAILS ON THE WEBER TAB-ON SYSTEM

COMPANY _____

INDIVIDUAL _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

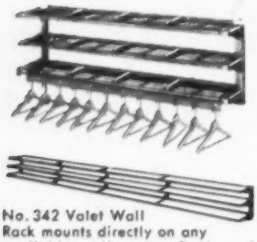
For More Information Circle No. 321

The OFFICE VALET®

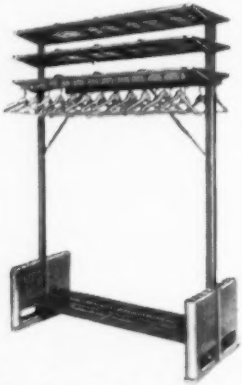
Only Office Valet Units provide an efficient, completely flexible space-saving and sanitary system of storing employee "wraps." They will double lockerroom capacity, and can be fitted into any available space near point of work. They keep wraps out in the open, spaced apart, aired, dry and "in press."

Office Valets accommodate 3 persons per sq. ft. of floor space. They are functional and modern in design, are beautiful in new baked enamel finishes and are built for lifetime service of strongly welded and reinforced heavy gauge furniture steel.

3U-4 Office Valet Rack. 4'3" long — capacity twelve coats and hats, overshoes and umbrellas. 3U Valets available in any length 3'3" and longer by the foot.



No. 342 Valet Wall Rack mounts directly on any available wall space. 3, 4, and 5 ft. units interlock to make continuous racks of any length.



2U-4. This attractive 4-ft. double-faced unit accommodates 24 people.

S-6 Office Valet Costumer. Six spaced hangers — six individual hat spaces—and umbrella rack. Ideal for private offices and reception rooms.

Exclusive Office Valet Design Features

Hats rest on high embossed ribs in spaces individualized by even higher cross ribs. Shelves slotted to permit drying and prevent dust accumulation.

Shelf bracket has new wide box design and receives shelves from either right or left sides. Shelves snap-lock rigidly into position to make racks of any length.

The forward edges of shelves are smooth wide closed face channels. Forward ends of bracket arms provide slightly over-lapping radius facing. Valet equipment always has a custom made appearance.

Add-on feature assures not only maximum efficiency today but for future expansion or alteration as well. Exactly matching 3', 4' and 5' sections assure perfect fit in all situations.

Write for Bulletin OV-10

Manufactured only by

Sold by office equipment dealers everywhere

VOGEL-PETERSON CO. • **1121 West 37th Street • Chicago 9, Illinois**

For More Information Circle No. 215

A CARBON AND RIBBON PLAN

Custom-Made to Your Requirements

STORMS SERVICE BUREAU

The Storms Service Bureau is ready to help you with special applications of carbon paper, inked ribbons and carbon rolls. You are invited to consult with Storms any time you get such requests from your customers. No obligation, of course.

THERE'S a STORMS Private Brand Plan to fit the needs of every dealer . . . large or small. Do as other satisfied dealers have done for over 50 years . . . call upon STORMS for the finest Carbon Paper, Carbon Rolls and Inked Ribbons. Use the coupon below for complete information and samples.

H. M. STORMS COMPANY

STORMS BUILDING, BROOKLYN 38, N. Y.

Ready for you NOW — the new 1955 Storms Catalog . . . 32 pages of quick reference to hundreds of items. Write for your copy TODAY!

H. M. STORMS COMPANY
Storms Building, Brooklyn 38, N. Y. O-10
Gentlemen: We are interested in the Storms Private Brand Program.
☐ **Please send us complete information and samples.**
☐ **We would like a copy of your new 1955 Catalog.**

Name .....

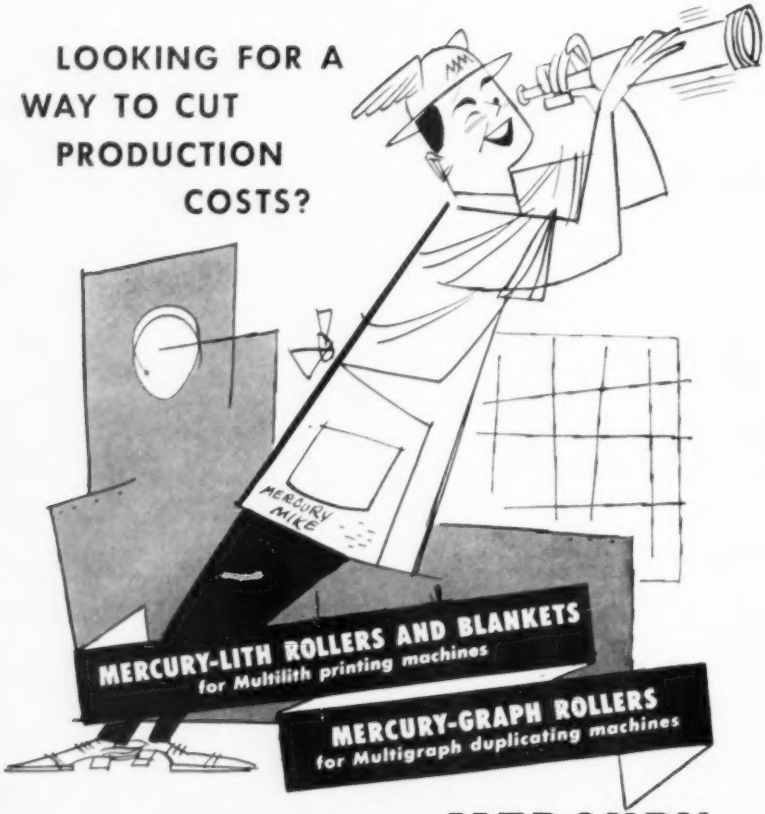
Company Name .....

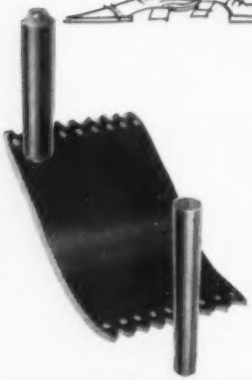
Address .....

City .....**Zone**....**State**.....

For More Information Circle No. 160

LOOKING FOR A WAY TO CUT PRODUCTION COSTS?





switch to MERCURY ROLLERS and BLANKETS

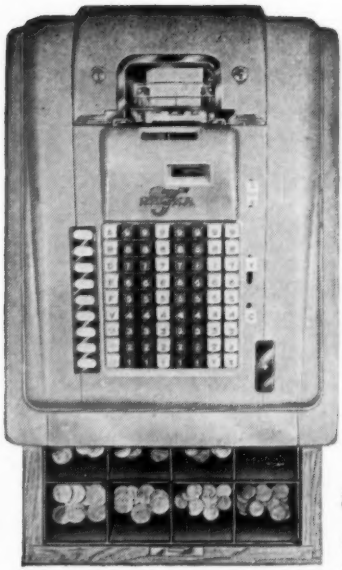
The extra mileage you get on these extra durable Mercury Rollers and Blankets makes them the smartest investment you can make in equipment. They're guaranteed to outlast and out-perform any accessories you've ever used — because they are built of the same materials and by the same methods as the rollers and blankets used on the world's largest commercial printing presses.

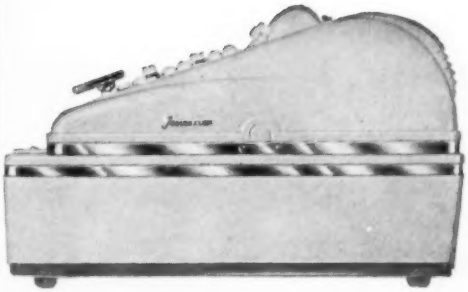
RAPID ROLLER COMPANY

FEDERAL AT 26TH STREET • CHICAGO 16, ILLINOIS

Eastern Office: 800 McCarter Highway, Newark 5, N. J.

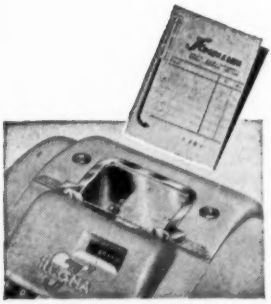
For More Information Circle No. 103





a new concept of cash register design

If there is *one* cash register which fully meets the performance and budget needs of *all* small and medium size retailers—surely it is the magnificent new Regna DeLuxe! A cash register . . . an adding machine . . . a bookkeeping machine—it is ideally suited for the multiple functions of cash protection, cash-credit control and general figurework. Sturdy, precision-built, soft-spoken . . . virtually maintenance-free! And note the Regna's trim, rounded styling: so elegant, compact, unobtrusive. Yet for all this versatility and beauty, the Regna is low-priced, within easy reach of the smallest storekeeper! New manual or electric models with through-colored Carbamide cases in green, ivory and maroon.



Regna can print double cash receipts (one for store, one for customer).

Visible item indication shows clerk and customer individual items, total.

A complete stock of Regna parts is located in service centers throughout the U. S.

New square-shaped "sculptured" keys are far easier and faster to operate.

Electrically and hand operated models with or without indication.

REGNA CASH REGISTER

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-R King St. W., Toronto, Ont.
OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 507, Bergen, Norway.

Regna Cash Registers, Inc.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:

Please send details and prices on the Regna Deluxe Cash Register plus information about becoming a Regna dealer.

Name.....

Company.....

City.....Zone.....State.....

For More Information Circle No. 159

For More Information Circle No. 283

"NOW we have a FOLD-O-MATIC"

Beats hand-folding 30 to 1!

You save money . . . you save time . . . your office girl is happy and so are you. Fold-O-Matic, the compact, portable *Electrified*, fully automatic time saver, folds 120 letters, invoices or circulars per minute. ANY WAY YOU WANT THEM FOLDED! 30 times faster than hand folding. Only $179.00 plus tax.

Write today for full information.

SEE the new FOLD-O-MATIC and Model 6-A PRINT-O-MATIC in operation!

BOTH ELECTRIFIED

At the Convention Booth No. 69

PRINT-O-MATIC CO., Inc.

724 W. Washington Blvd., Chicago 6, Ill.

Pioneers in New & Better Stencil Duplicating Equipment

For More Information Circle No. 171

now...

erase errors magnetically as you DICTATE

with the new Comptometer® magnetic dictation machine

Here is the greatest improvement in dictation's 68 year history! Dictate as easy as talking. Make an error—re-word a phrase? It's no problem. Simply backspace and re-dictate the new or correct thought. It is recorded as the old erases itself, magnetically. You'll hand your secretary perfect dictation she will transcribe faster and better. Only magnetic dictation gives you this new freedom and simplicity.

RE-USABLE BELTS NEVER WEAR OUT!

Comptometer's Erase-O-Matic belts, made from miracle Mylar*, can be re-used thousands of times—a tremendous economy. They renew themselves, magnetically, in just three seconds, without removing from machine.

HI-FI VOICE REPRODUCTION

Comptometer's magnetic dictation means high fidelity—true, authentic reproduction of your voice, making it easier to understand for faster, more perfect transcription.

*DU PONT'S TRADEMARK FOR ITS POLYESTER FILM

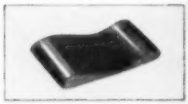
DICTATION'S GREATEST TRIUMPH!

1887

The first dictation machine with fragile wax cylinders that had to be re-surfaced.

1939

The first record type dictation. Disadvantage: costly, breakable, only one use.



1948

First flexible plastic belt. A definite advance, but still costly, one use.

YOU ARE INVITED TO TRY THIS YEARS-AHEAD COMPTOMETER IN A FREE OFFICE TRIAL OR DEMONSTRATION

Comptometer Dictation Division
Felt & Tarrant Mfg. Co.
1715 Marshfield St., Chicago 22, Illinois

Gentlemen: Without any cost or obligation please arrange:
- ☐ FREE DEMONSTRATION
- ☐ FREE 10 DAY TRIAL
- ☐ Send complete information

NAME ..... TITLE .....

COMPANY .....

ADDRESS .....

CITY ..... COUNTY ..... STATE .....

TODAY

The amazing Comptometer Erase-O-Matic belt. Never wears out, can be used indefinitely, errors can be erased magnetically.

The new Comptometer Dictation-Transcription Machine, the world famous Comptometer Adding-Calculating Machine, and the new Comptograph 10-key Calculating-Adding Machine are products of Felt & Tarrant Mfg. Co., Chicago 22, Ill.

NEW Books

***INTRODUCTION TO REPRODUCING AND DUPLICATING.** Government Printing Office, Washington 25, D. C., 42 pp., 30 cents.*

Prepared by the Department of the Navy for the general information and training of its personnel, this explains and illustrates the principles of all basic duplicating processes. Ask for Catalog No. D-201.67:800.1.

***MIMEOGRAPH OPERATING TECHNIQUES.** Government Printing Office, Washington 25, D. C., 17 pp., 15 cents.*

Another Navy manual, this covers the Model 450 A B. Dick Mimeograph Duplicator. Ask for Catalog No. D-201.67: 805.3.

***ELECTRONICS IN BUSINESS.** Controllership Foundation, 2 Park Ave., New York 16, 174 pp., $2.*

An annotated bibliography of writings, speeches and visual presentations plus facts about existent electronic systems and installations.

***HOW TO USE FULL-KEYBOARD ADDING MACHINES** by James R. Meehan & Gilbert Kahn. McGraw-Hill Book Co., 330 West 42nd St., New York 36, 64 pp., $1.08.*

Covers instruction on all full-keyboard adding-listing machines (including the NCR live keyboard). Basic operating techniques are discussed and application is then made to the computation of discounts, payrolls, earnings records and miscellaneous reports. The student works from actual records of one business to give him a clear understanding of the interdependence of the different activities, whether performed by one person or many. Each lesson has a section for review, with the last lesson consisting wholly of problems for review or testing: two sections are on addition only, two on all calculations.

←For More Information Circle No. 405

Ideas 18 ways

to reduce administrative and office costs

Here is a series of eighteen 4 page digests of concentrated information on Work Simplification, Human Engineering, Time and Energy Conservation, Information and Fact Finding, Selling Ideas, Reducing the Cost of Space, Purchasing Office Items, Filing, and Mailing.

Because we want to demonstrate to the readers of THE OFFICE the value of our services, we are offering, UNTIL NOVEMBER 15th ONLY, these 18 reports for $12.00 plus postage—less than half their regular price. Enclose your check and we will pay the postage. We make this very special offer because we know that it is our best way of demonstrating the value of a brand new series of reports which shall be soon announced.

Gordon L. Mattson & Associates
105 West Monroe Street
Chicago 3, Illinois

For More Information Circle No. 195

finest wood office furniture by WORDEN of HOLLAND

260 OH Desk
66" x 42"

WRITE FOR CATALOG AND DETAILS

the WORDEN company
HOLLAND MICHIGAN

For More Information Circle No. 196

your Traveling Man is your Company

GIVE HIM THE PRESTIGE AND STATURE OF TRAVELETTER SYSTEM CREDIT

Is your company alert, aggressive, proud of its products and reputation? Then, naturally, you want your traveling man to reflect these characteristics. In order to do so he must develop the feeling of being an executive.

Traveletter helps accomplish this. By enabling your traveling man to reimburse himself, it implies your confidence in him, puts him on the management team. It saves his time, eliminates any need for self-financing. It has been shown time and again to build morale, improve attitude, increase efficiency.

The Traveletter System, moreover, is foolproof and completely safe. It has further benefits for you in that it simplifies home office accounting, reduces cash advances, ends the need for expense checks, and gives you greater control over travel expenses. Used by large and small American industries for more than 60 years, its renewal rate among users is greater than 96.5%! Here are the names of a few of those users —

Chance Vought, Inc.
Diamond Crystal Salt Co.
Electric Auto-Lite Co.
Electricooker Div., General Foods Corp.
Esterbrook Pen Co.
Gerber Products Co.
Leeds & Northrup Co.
Minneapolis-Honeywell Regulator Co.
New England Confectionery Co.
Sealright Pacific, Ltd.
SKF Industries, Inc.
United Motors Service
United States Time Corp.
Universal-Rundle Corp.

We'd like to send you a fully descriptive brochure that will show you specifically how Traveletter can directly benefit your traveling men *and* your company. Write Traveletter Corporation, Greenwich, Conn.

T R A V E L E T T E R

SINCE 1894

For More Information Circle No. 173

National Business Show in New York, Oct. 24–28

THE USERS and the producers of office equipment will meet again this month for their biggest annual get-together at the National Business Show. Top executives, supervisors and clerks will rub elbows while they watch machine demonstrations and ask questions during the show's five days and nights. The folks who crowd the booths at the National Business Show represent a fair cross-section of the world's clerical personnel since New York always has a host of international visitors on hand in addition to people from every state in the union. You need not be a member of any specialized group to attend this show; only an eagerness for newer and better clerical methods attracts the thousands of young and old each year. If you ever doubted the importance of paperwork to men and women in every walk of life—in every business, occupation and profession—just watch these crowds as they pass by.

The 1955 National Business Show, scheduled for October 24-28 in the 69th and 71st Regiment Armories, New York, promises to be a glittering showcase of the vast 2½-billion-dollar office machine, equipment and supply industry. With a 20% increase in the number of exhibitors already signed up over last year's figures, managing director Rudolph Lang expects the 51-year-old show to at least equal last year's high attendance of more than 88,000 visitors.

Stating that interest was already "tremendously high among exhibitors and prospective attendees," Mr. Lang pointed out that some of the major companies were expected to reveal new equipment at this year's National Business Show and that other suppliers were broadening their lines. In addition,

EXHIBITORS AT THE NATIONAL BUSINESS SHOW

Acme Visible Records, Inc.
Addressograph-Multigraph Corp.
Airkem, Inc.
Allen Communications
All-Steel Equipment, Inc.
Alma Office Machines Co.
American Automatic Typewriter Co.
American Dictating Machine Co.
American Photocopy Equipment Co.
Atlas Stencil Files Corp.
Audograph Co. of New York
Bankers Box Co.
Bates Accounting Forms Co.
Better Packages, Inc.
Billen Engineering & Sales Co.
Bircher Co.
B. H. Bunn Co.
The Canadian Office
Chart-Pak, Inc.
Cincinnati Time Recorder Co.
Clary Corp.
Collamatic Corp.
Collister Corp.
Consolidated Business Systems, Inc.
Copease Corp.
Copy-Craft, Inc.
Cordley & Hayes
Cormac Industries, Inc.
Corry-Jamestown
Ralph C. Coxhead Corp.
Craig Machine, Inc.
Cummington Corp.
Davidson Corp.
A. B. Dick Co.
DeJur-Amsco Corp.
Denominator Co.
Dictacom Corp.
Dicto Corp.
Didde-Glaser, Inc.
Ditto, Inc.
Duophoto Corp.
Eastman Kodak Co.
Ebco Mfg. Co.
Thomas A. Edison, Inc.
Elliott Addressing Machine Co.
Embossograph Corp. of America
Evans Specialty Co.
Everprint Products, Inc.
Executone, Inc.
Federal Telephone & Radio Co.
Felins Typing Machine Co.
Felt & Tarrant Mfg. Co.
Ferris Rotary Files
Filmotype Sales Co.
Finnell System, Inc.
Flexifone
First National City Bank of New York
General Binding Corp.
General Photo Products, Inc.
Geyer-McAllister Publications
Gibson Machine Mfg. Co.
Graphic Microfilm Corp.
Haloid Co.
Robert Halmage Co.
Hamilton Mfg. Corp.
Harris-Seybold Co.
Heyer Corp.
Allen Hollander Co., Inc.
Infra Electronic Corp.
Inserting & Mailing Machine Co.
Insert-O-Matic Corp.
Intercontinental Trading Corp.
Itkin Bros.
Korda Industries, Inc.
F. G. Ludwig, Inc.
Maggie Magnetic, Inc.
Magne-Dex Sales Co. of New York
Magnetic Recording Industries
Mailers Equipment Co.
Harold Mannheimer Organization
Manpower, Inc.
Marchart Calculators, Inc.
Massachusetts Indemnity Insurance Co.
Master Addresser Co.
McBee Co.
Thomas J. McLoughlin
J. Curry Mendes Corp.
Michael Lith, Inc.
Microtext Publishing Corp.
Minnesota Mining & Mfg. Co.
Mittag & Volger, Inc.
Modern Products Co.
Mohawk Business Machine Corp.
Monroe Calculating Machine Co.
Mosler Safe Co.
New York Telephone Co.
Business Machines Div.,
Oerlikon Tool & Arms Corp. of America
THE OFFICE
Office Appliances
Offset Duplicator Review
Old Town Corp.
Olivetti Corp. of America
Ozalid, Div. of General Aniline & Film Corp.
Paillard Products, Inc.
Payroll Tax Service
Peerless Photo Products, Inc.
Perspectograph Corp.
Pendaflex File Systems
Photorapid, Inc.
Pitney-Bowes, Inc.
Plus Computing Machines, Inc.
Polychrome Corp.
Rapidprint Time Recorders, Inc.
Record Controls, Inc.
Recordak Corp.
Rex-Rotary Distributing Corp.
Robertson Photo-Mechanix, Inc.
D. Y. Robinson
Phillip I. Ross Co.
Royal Typewriter Co.
Safeguard Corp.
Scribe Corp.
Scriptomatic, Inc.
Shredmaster Corp.
Simplex Time Recorder Co.
Speedry Products, Inc.
Standard Manifold Co.
Staplex Co.
Steiner Rouse & Co.
Sturgis Posture Chair Co.
Thomas Collators, Inc.
Tiffany Stand Co.
Times Facsimile Corp.
Underwood Corp.
Van Son Holland Ink Corp. of America
Victor Adding Machine Co.
Victor Safe & Equipment
Vue-Fax Corp.
Webster Electric Co.
Widmer Time Recorder Co.
Willoughby's, Inc.

several manufacturers, well known in other fields, were entering the office equipment and machine field with their first wide business public showing.

Mr. Lang pointed out that the show had international as well as national impact. "A great deal of interest is shown," he said, "in foreign products displayed at the National Business Show. However, there is a tremendous overseas market for the products and services originating in this country. This foreign trade, in major items alone, annually amounts to more than $75 million. Overseas interest in our latest office equipment and machines, as well as methods and procedures, is reflected in the results of the survey of last year's attendance which showed that we drew visitors from 45 foreign countries. With foreign trade in our field increasing at a remarkable rate in the past five years, I believe that we can look forward to a growing interest in the National Business Show by foreign visitors."

Included among the exhibitors are 60 firms offering a complete cross section of all the services and products required for office duplicating and reproduction work. The interest of smaller business in "quick-copy" methods and supplies is growing month by month. "Fifty-five per cent of last year's attendance," according to Mr. Lang, "was interested in this field. It is interesting to note, too," he went on, "that 46% of last year's 88,418 visitors were from firms with fewer than 20 employees; 57% from firms with fewer than 50.

"This proves among other things that the National Business Show is a primary market place for the small business man. The importance of these consumers cannot be overemphasized. Our show highlights the savings in time and money that new equipment, methods and machines can mean to all business, small as well as large."

An innovation at this year's show will be the identification of dealer visitors by means of specially imprinted badge-tickets. The National Business Show annually attracts upwards of four thousand dealers. Distribution of these special badge-tickets will be made through national dealer channels.

Another innovation will be the marking of products which are available through dealer channels. The purpose of this is to enable dealers to pick out quickly those products which they can stock and sell. In addition, this identi-

Try the machines yourself . . .

...ask questions...

fication will heighten consumer interest by bringing to the visitor's attention those products which are widely available at local levels.

The increasing adaptation of electronic equipment and machines to the needs of smaller business will again be noticeable in the exhibits in the 1955 National Business Show. "Although automation is certain eventually to reach a high level in our field, with a national total of 8 million clerical workers involved in procedures that cost business an estimated $71 billion last year, the problems are being approached step by step," Mr. Lang declared. "This caution will pay off in the long run with well conceived systems and equipment that will fit smoothly year by year into established patterns. A great deal of sound progress in this area will be noticeable at the coming National Business Show."

...and see what's new at the National Business Show.

A student (second from right) talks to employees from her home town. Such contacts are an important selling point.

A Recruitment Technique That Works!

T. A. DUCKWORTH
Personnel Director,
Employers Mutuals of Wausau, Wis.

LAST YEAR we received more applications for home office clerical and stenographic jobs than we could fill. Not too long ago we had a shortage of help. We believe the complete change about can be traced to a new attitude on the part of job seekers. The methods used to influence potential employees make an interesting case study in successful public relations.

Each spring we invite high schools within a 75-mile radius to send business students to visit the home office of Employers Mutuals in Wausau. Teachers and youngsters alike look forward to this chance to see a large office in operation. These visits really succeed in putting across the point that our company is a good place to work. This program has been pursued for the past four years.

Our earlier attempts at recruiting clerical employees had failed to stir up much enthusiastic response. Until we began inviting students to Wausau, members of our personnel department had visited high schools throughout our area. On these occasions, our representatives told graduating seniors about the company and sometimes put on humorous skits showing the right and wrong ways to look for a new job.

High school seniors arrive for an office tour at Employers Mutuals of Wausau.

High schoolers watch a Teletype in operation in the office of Employers Mutuals of Wausau.

"We used to get some laughs," recalls a member of the department, "but we didn't get as many applications as we do now." The problem of filling jobs became acute. It was then that we hit upon the idea of reversing our whole procedure. We were in a competitive situation. Other organizations had recruiting teams in the field. We decided to sell prospective employees by bringing them into the store, as it were, rather than to use the door-to-door sales technique. We would let them see firsthand what we had to offer.

This project was a success from the start, and has grown in popularity every year so that during April and May, 1955, 391 students from 18 schools out-

They listen intently to the description of a stenographic procedure.

Boys and girls learn that there's no water in a dictation pool.

side of Wausau came to see our headquarters. To these boys and girls, the visits presented an interesting view of the business world about which they had read, heard and studied.

A typical visit begins at 9:30 on a morning in April or May. Usually about 18 boys and girls arrive at our headquarters in their school bus. We meet them at the door and usher them into one of our conference rooms. The assistant director of personnel greets them and talks for 15 minutes. He talks about the company—gives an idea of its size with its 18 branch offices spreading from Wausau all over the nation. He tells about our business philosophy, employee benefits and opportunities. Then we have a break for coffee or milk.

Next comes a half-hour tour of the building. Few of our young visitors have ever seen the inside of a large of-

Another group watching a dictating machine demonstration.

Guests are taken to one of the company's cafeterias and recreation lounges where they enjoy a snack and meet regular employees.

fice operation and it is always a pleasure to watch their enthusiastic reactions. The boys and girls usually pepper their guide with questions. "How many letters a day can you turn out on a dictating machine like that?" a girl will ask. "How on earth do you keep the mail from getting mixed up?" another one wants to know after being told that thousands of pieces of mail flood our office every day.

A distinct advantage in bringing potential employees to the office is the fact that they are sure to see friends from their own town in the very roles we want them to someday fill—that of employees in our organization. The tour is expected to stop several times as friends are recognized. "Are you coming to work here too, Mary?" an employee will ask a student from her home town. "You'll like it here—I sure do."

As each tour progresses we can almost see the young people imagining themselves in the roles of a secretary transcribing dictation, an operator at a tabulating machine, or a beginner delivering mail to the various departments. On more than one occasion, girls have asked in great earnestness whether many of the men they saw at work in our offices were single. While we can offer excellent job opportunities, our replies to husband hunters must necessarily be discouraging!

After going through the building, the group meets our nurse, who talks to them about the company's health program. At 11:45 we take our guests to the company's largest cafeteria for lunch — and gossip — with employees from their home town. After the meal, to emphasize the family spirit among our employees, we show off the employees' club lounge which happens to be one of the best of its kind with an electric organ, console phonograph and company record collection, and the finest in comfortable furniture. We also show our guests the company library which contains a section of popular books loaned by the Wausau Public Library. This convenience is very popular with our workers.

Afterwards, the groups split up for a closer look at several departments in which they are particularly interested. Those interested in stenography will watch the girls transcribing from Dicta-

The medical department always interests some of the visiting students.

phones and each youngster may take a turn working on actual transcription. The supervisor of the department takes over here and answers all questions. Some of the visitors go to see the statistical tabulation department in operation, and may run machines and get a picture of how our record keeping system works.

We usually wind up a tour at about 2:30. Some of the groups come to us from such a distance that a later hour would make it impossible for the buses to return in time to transport the other students to their farm homes. We always close with a farewell talk by one of our personnel department staff members who gives the visitors definite information on how to apply for jobs, the salary ranges, and the qualifications for various positions. They ask questions and are given the facts about living accommodations, transportation facilities and other information needed to complete the picture. Each is given an employment application blank and printed material about the company.

Before the boys and girls gather at their bus for the trip home, we take a group picture. A few days later we send the school enough copies so each youngster may have one. We have found that the visit is discussed as the pictures are shown to other students who may be looking for jobs in a year or two or three. What's more, accounts of these visits often find their way into local newspapers, furthering our good public relations objectives.

Interesting letters come to us from students and teachers who have visited our office. A spokesman for the Athens Public Schools' Senior business class wrote: "We want to tell you how much we appreciated your courtesy in entertaining and instructing us yesterday." A teacher said: "I have brought groups to your organization for the past two years and they have all been impressed by the courtesy and the instructiveness of your employees."

These are more or less typical letters. Others have expressed glowing appreciation to Employers Mutuals for helping to dramatize the classroom lessons taught by business instructors. Several times teachers have written to ask for copies of our office forms which students can use in classroom exercises. More than one teacher has written, after a visit, asking if we could offer him—or her—a job.

Our system should work for companies located in medium sized towns and drawing employees from nearby communities. On the basis of our experience, we feel that the following recommendations will be helpful to any firm that wants to try

(Continued on page 94)

The electric organ in the employees' recreation room is popular with young visitors.

8th International Systems Meeting in Detroit, Oct. 10-12

Bruce L. Smyth
SPAA President

Dar E. Tisdale
General Chairman

George W. Troost
Keynote Speaker

SOME 1500 systems and management experts from several countries will gather in Detroit's Sheraton-Cadillac Hotel, October 10-12. Ranging from controllers in small companies to the men principally responsible for the development of Univac, all of them share one thing in common. They are interested in management efficiency as developed by systems and procedures.

Equipment available for tomorrow's automatic office will be displayed by 30 exhibitors. These displays, ranging from huge electronic devices to the simplest office equipment, will demonstrate the latest machinery for industrial management efficiency. Yet, this business machine exhibit will be only a small part of the program planned for a complete spread of systems and procedures study.

For the first time at any management conference, this 8th International Systems Meeting will present those attending with the opportunity to join in-plant seminars. Cooperating as sponsors of this unique in-plant program are Ford Motor Co., Chrysler Corp., General Motors Corp., Burroughs Corp., Michigan Hospital Service, General Electric-Carboloy Division, City of Detroit, Wayne University, Ford Motor of Canada, Michigan Bell Telephone and Argus Cameras of Ann Arbor. The seminars will be under actual business operating conditions and are limited to 22 participating executives and two seminar leaders. The small groups will

SPAA GENERAL SESSIONS

MONDAY MORNING, OCT. 10

KEYNOTE ADDRESS GEORGE W. TROOST, Vice President and a Director of Chrysler Corp., Detroit.

The Human Equation in Organizational Planning
HUGH WICHERT
Studebaker-Packard Corp., Detroit.

Practical Work Simplification Before Automation
HARRY P. BUBOLTZ
Western Auto Supply Co., Kansas City, Mo.

MONDAY AFTERNOON, OCT. 10

Measuring Office Operation For Incentives
W. GILBERT BROOKS
Pitney-Bowes, Inc., Stamford, Conn.

Quality Control in the Office
ALEX L. HART
Alex L. Hart Associates, New York.

MONDAY AFTERNOON, OCT. 10

Training Personnel for Electronic Application to Business Problems
DR. ARVID JACOBSON
Wayne University, Detroit.

Information Handling with Modern Communication Facilities
B. E. WYNNE
Western Maryland Railway Co., Baltimore.

MONDAY AFTERNOON, OCT. 10

Basic Concepts of Operations Research
ROBERT FURGUSON
Methods Engineering Council, Pittsburgh.

Techniques Used by the Operations Research Team
RUSSELL ACKOFF
Case Institute, Cleveland.

TUESDAY MORNING, OCT. 11

Procedures for the Procedure Writer
PROF. CLIFFORD I. HAGA
University of Minnesota, Minneapolis.

Cost Reduction Through Records Management
JOHN P. H. DETHMAN
Ford Motor Co., Dearborn, Mich.

TUESDAY MORNING, OCT. 11

Challenges to Management In Current Electronic Developments
DR. JOHN MAUCHLY
Eckert-Mauchly Div., Remington Rand Inc., Philadelphia.

Experience in Installing A Large Scale Electronic Computer
R. M. GILMORE JR.
Parts Div., Chrysler Corp., Centerline, Mich.

TUESDAY MORNING, OCT. 11

Job Shred-Out: A Management Simplification Procedure
ROGER BELLOWS
Roger Bellows & Associates Detroit.

TUESDAY AFTERNOON, OCT. 11

Getting the Most Out of Manual Methods
DAVID GINDOFF
Gindoff & Berlfein, Los Angeles.

For Better Communication, Try Listening!
DR. WESLEY WIKSELL
Louisiana State University, Baton Rouge, La.

TUESDAY AFTERNOON, OCT. 11

Experience Indications of Univac Applied to Business
JOHN FINELLI
Metropolitan Life Insurance Co. New York.

Yardsticks for Punched Card Applications
R. S. McLAREN
Dravo Corp., Pittsburgh.

WEDNESDAY MORNING, OCT. 12

Management Improvement Programs
DAVID WOELLNER
Consolidated Vultee Aircraft, San Diego, Calif.

A Central Intelligence Program for Management
RAY R. EPPERT
Burroughs Corp., Detroit.

WEDNESDAY MORNING, OCT. 12

Gathering the Facts for Streamling Procedures
RICHARD NEUSCHEL
McKinsey & Co., New York.

Application of Statistics to Business Systems
ROBERT W. JOHNSON
Touche, Niven, Bailey & Smart, Pittsburgh.

Exhibitors at SPAA Meeting

Addressograph-Multigraph Corp.
Charles Bruning Co.
Burroughs Corp.
Commercial Controls Corp.
Cummins-Chicago Corp.
Diebold, Inc.
Thomas A. Edison, Inc.
ElectroData Corp.
Facit, Inc.
Friden Calculating Machine Co.
General Fireproofing Co.
Gestetner Duplicator Corp.
W. B. Gregory & Son
Haloid Co.
International Business Machines Corp.
Lansdale Products Corp.
LeFebure Corp.
Marchant Calculators, Inc.
Monroe Calculating Machine Co.
Cal Murray, Inc.
National Cash Register Co.
Ozalid, Div. General Aniline & Film Corp.
Recordak Corp.
Remington Rand
Standard Register Co.
Thomas Collators, Inc.
Times Facsimile Corp.
Visirecord, Inc.
Vue-Fax Corp.
Western Union Telegraph Co.

go by bus to various offices and into systems operating departments where they can see in action such things as forms control systems, integrated data processing, and organization for operations research.

There will be three major categories of the in-plant seminars: systems and procedures, electronic, and operations research, with a choice of five seminars in each of the three classifications so that one may not only choose his field but his particular interest within that field. Each seminar will be conducted on three separate days to allow more participants. Seminar leaders for these groups will be systems experts who are not associated with the company being observed in action. This will insure that registrants see what they want to see in action rather than take a public relations tour of the company being observed.

Wayne University, Chrysler and Burroughs will each show the organization required for an electronic survey. Integrated data processing will be studied at Alcoa, Desoto and Michigan Bell Telephone seminars. G. M. Tech Center will show how it applies electronic data to billing and accounting procedures. The City of Detroit seminar and another Chrysler seminar deal with organization of a systems and procedures department. Ford of Dearborn and Carboloy will each hold seminars on forms control, while Ford of Canada and Michigan Hospital Service will review their latest developments in work simplifications projects. The Argus seminar will study operations research as applied to daily manufacturing problems.

Dar E. Tisdale, general chairman, stated that he and his committee sincerely believe that this year's program offers the soundest and most practical approach to an analysis and review of the basic management responsibility of efficient business operations. He said: "The scope of management operations covered this year by recognized business experts will provide profitable and usable

experience for those attending. Instead of the old 'cut and try' method of individual experimenting, come to the 8th ISM and hear the results from those who have already done the experimenting—who already have the answers you want."

Registrations are coming in from as far away as Venezuela (plus an inquiry from Germany). The principal complaint seems to be that there are too many sessions for any one person to attend. Obviously with 16 seminars and 21 general sessions nobody can take in everything. But the committee planned in that way so that every delegate, no matter how specialized his interests, can find a full program to his satisfaction.

The conference is called "An Invitation to Stimulation" and it will be just that to any businessman desiring to benefit from the latest developments in business management systems and procedures. It is a flexible, hand tailored program for the executive who has wondered how he might improve the internal operations of his company with systems and procedures. If his firm is interested in investigating electronic applications to modern business problems or the techniques and functions of an operations research team, then the workshop is for him.

As a participant, the systems expert will have the stimulating experience of hearing and discussing new developments with acknowledged leaders in systems engineering. General sessions panel leaders include Dr. John Mauchly of Remington Rand; Hugh Wichert of Studebaker-Packard; R. M. Gilmore of Chrysler; David Woellner of Consolidated Vultee; John Dethman of Ford; Prof. Clifford I. Haga of the University of Minnesota and many others recognized in particular fields of methods management.

The workshop's relaxed, round table atmosphere of shirt-sleeve sessions will be conducive to a free exchange of ideas. And there are football games, a complete entertainment program for wives, and a grand banquet on the program, too. The football games on the prior weekend (Michigan Wolverines on Saturday and Detroit Lions on Sunday) are optional. The general program appears on these pages and additional information is available from Dar E. Tisdale, Dept. OS, Pioneer Specialty Co., 6537 Russell St., Detroit 11.

Reviewing the list of industries which will provide in-plant seminars for the 8th International Systems Meeting in Detroit this month: Wendell Fathers, Detroit Edison Co.; Frank Engle, American Incinerator Co.; Dar E. Tisdale, Pioneer Specialty Co.; Charles C. Chase, M. W. Kellogg Co.; Edward Hagen, Square D. Co.; Lawrence Peck, Detroit Inter-Insurance Exchange.

Colgate-Palmolive Company's new office building in Louisville is a completely air-conditioned, two-story structure which serves 300 clerical workers. Designed and built by Kentucky firms, the new building features glass brick, aluminum and St. Meinard's stone. The office is Colgate's billing and accounting center for 11 states.

Colgate-Palmolive's New Accounting Offices in Kentucky

ONE of the most modern structures of its kind in Kentucky, Colgate-Palmolive's new office building in Louisville was opened in August. The two-story building, at the corner of Ormsby and Fourth Streets, features Kentucky St. Meinard's stone, glass brick and aluminum on the exterior, and has approximately 25,000 sq. ft. of working area on each floor to serve more than 300 clerical workers.

This is a billing and order-handling center for the company's operations in 11 southern and middle western states. In addition, a variety of clerical functions for the company's Jeffersonville, Ind., plant will be performed here. Architects Joseph and Joseph of Louisville designed the offices for maximum employee comfort and ease of maintenance. The entire building is completely air-conditioned. Wide eaves and glass brick prevent glare and insure soft light. Vinyl-asbestos tile, which needs no wax, is used for the flooring. Kalistron and tile surfaces, needing no paint, are used for walls and ceilings. Desks are arranged so that all workers are located on aisles running in two directions.

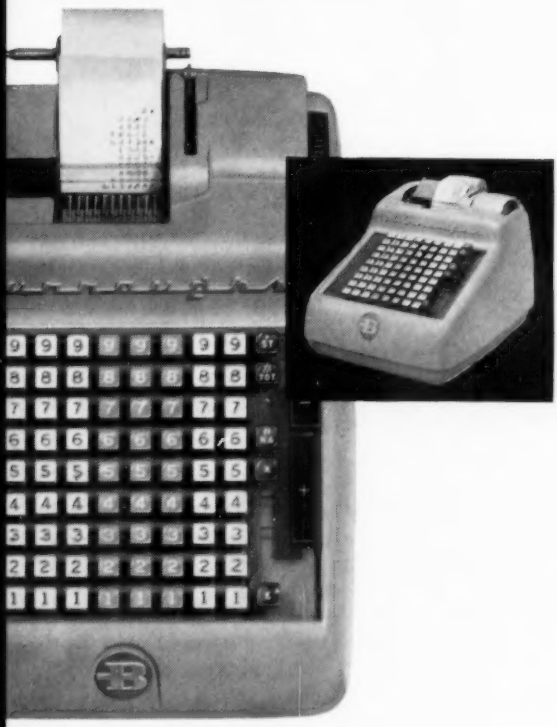
A pleasant lunch room, with a large

For More Information Circle No. 408→

some like

Burroughs®

TEN KEY



some like

Burroughs

DIRECTOR

Full Keyboard

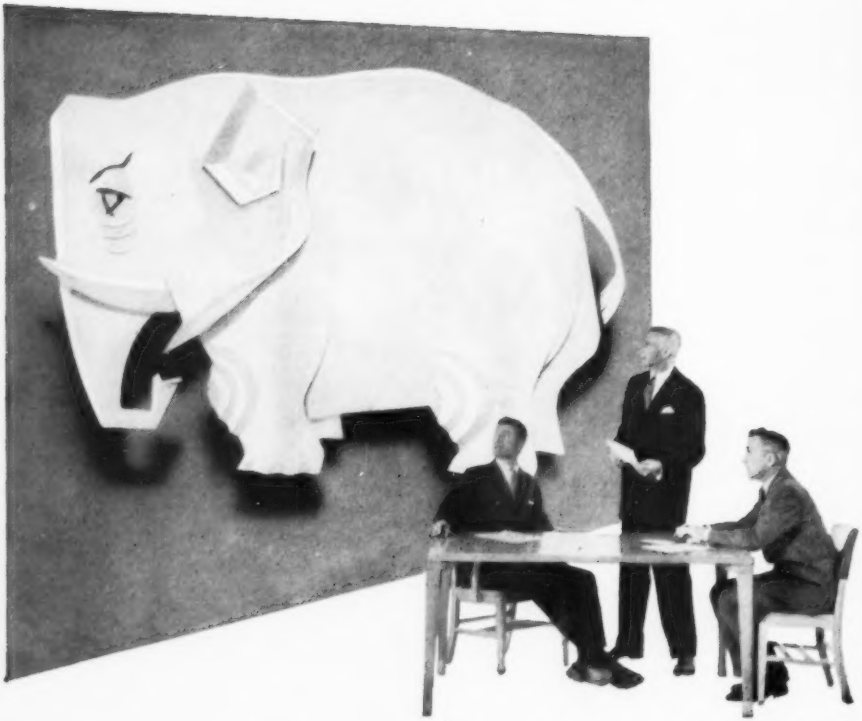
so why not

TRY BOTH

in your office?

When you think about adding machines, think first about Burroughs—the oldest name in the business.

Our local dealer or branch is listed in the Yellow Pages. Burroughs Corporation, Detroit 32.



Are you feeding one in *your* office? Most offices are! He's that mass of ever-accumulating records that bulks up files, eats up space, and gobbles up big hunks of profit!

If you have any doubt about this beast stalking your office – try these three simple tests:

Test #1 – Do you have an organized policy covering systematic retention, transfer or destruction of all papers and documents? If not, you must be feeding this elephant! Tremendous savings are possible. Assuming you have 50 files, annual savings of $3850* will result just from the 35% of the records to be destroyed . . . 100 files double this amount, and so on. And savings from "destruction" are only a drop in the bucket!

Remington Rand
DIVISION OF SPERRY RAND CORPORATION

this white elephant is made of paper

Test #2—How long does it take to find or file a paper in your organization? It should not take longer than 1 minute. If it does your company probably needs a Records Analysis.

Test #3—When you ask for a file by *subject* instead of by name do you get all the records pertaining to that subject—and are they in order for best use? A subject file is the backbone of a record-keeping operation—the source of vital facts for management decisions. *Untold dollars* ride on those decisions!

Why delay! Get the latest information on actual dollar savings possible through modern records management methods. Get rid of the white elephant in your organization. Start today by filling out the coupon for this valuable free literature.

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Room 2022, 315 Fourth Ave., New York 10

Kindly send literature checked:

*☐ BSD32 — "Get These Annual Dollar Savings From Your Files"
☐ X1200A "A Basic Plan For Record Retention and Destruction"
☐ LBV396 "How To Simplify Your Files And Filing Systems"
☐ X1615 "Your Records — How To Cut Their Cost"
☐ LBV676 "Kompakt Catalog"
☐ BSD5B "Complete Microfilming Service"

NAME _____ **TITLE** _____
COMPANY _____
ADDRESS _____
CITY _____ **ZONE** _____ **STATE** _____

For More Information Circle No. 174

General office area on the first floor.

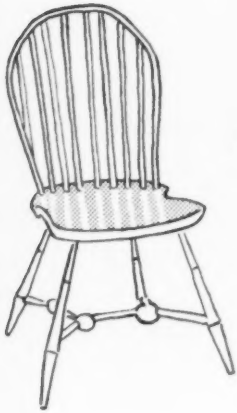
collection of the most modern vending machines, is in the basement. Colgate officials in the company's home office, Jersey City, N. J., have taken a special interest in the new building, because many of the construction and layout details will be incorporated into the firm's new offices in New York City.

The location of the building is neither downtown nor in the suburbs. It is in a marginal residential district of apartments and a few shops. Since it is about

Office of George Weyer Jr., general office manager, Colgate-Palmolive Co. in Louisville, Ky.

the *Extravagant*

can't buy any better



the *Thrifty*

can't get a better buy

ONCE you've supplied all your typing stations with HERMETITE NON-SLIP PROCESSED CARBON PAPERS, you'll know that you're getting the best that you can buy—plus the most efficient operation and highest production. This is true, because HERMETITE NON-SLIP PROCESSED CARBON PAPER, with its fabric-like texture, reduces handling time, produces perfect copies and wears longer even on electric typewriters. Write to one of the companies listed here for samples of HERMETITE NON-SLIP PROCESSED CARBON PAPER and see for yourself why it is more economical to buy the best:

American Carbon Paper Mfg. Co.
Ennis, Texas

Capital Carbon & Ribbon Co., Ltd.
Ottawa, Ont., Canada

Continental Ribbon & Carbon Co., Inc.
2704 Polk Avenue
Houston 3, Texas

Kores Carbon Paper & Ribbons Mfg. Corp.
43-49 Bleecker Street
New York 12, N. Y.

Miller-Bryant-Pierce
Aurora, Illinois

Old Town Corp.
345 Madison Avenue
New York 17, N. Y.

Pacific Carbon & Ribbon Mfg. Co.
1451 Harrison Street
San Francisco, Calif.

Write Inc.
420 Lexington Avenue
New York 17, N. Y.

ermetite corporation
Carlstadt, New Jersey

For More Information Circle No. 148

For More Information Circle No. 141

Traffic department on the first floor.

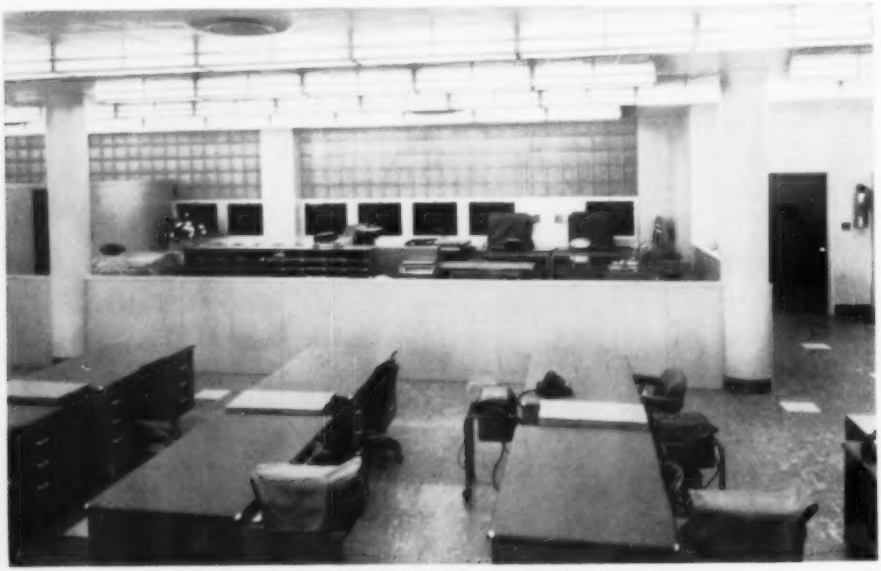
six blocks from Louisville's main business district, Colgate employees are not bothered by downtown traffic problems, yet a number of bus lines are nearby. The company has constructed a 100-car parking lot across the street from the new headquarters.

A. J. Schneider Co., Shively, Ky., constructed the building. The opening had been scheduled for an earlier date, but the recent telephone strike forced a two-month delay. The opening

Colgate - Palmolive's purchasing department on the first floor.

The tabulating section is on the second floor.

of the new offices was a high point in Louisville's "Colgate Week" an event which featured an essay writing contest for housewives and a dealer display contest. Two top Colgate officials, Marshal S. Lachner, vice president in charge of soap sales, and Hugh Jewett, vice president, controller and secretary, came to Louisville from New Jersey for the occasion.



Mailroom and duplicating is on the first floor.

I'M "Stretchy"

...The **ARCO** Band-Man

HERE TO TELL YOU WHY

Open-Ring

BANDS ARE BEST

1. They never get Jumbled— Use 'em blindfolded!
2. Open-Ring Bands are . . . Stronger and . . . **S-T-R-E-T-C-H-I-E-R**
3. Open-Ring Bands are much easier to handle and apply

"They Just Can't Tangle!"

ORDER FROM YOUR STATIONER

ALLIANCE RUBBER COMPANY

ALLIANCE, OHIO — CHICAGO, ILLINOIS — HOT SPRINGS, ARKANSAS

69 W. Washington

IF YOUR STATIONER DOESN'T HAVE ARCO BANDS— JUST MAIL THIS COUPON FOR SAMPLES!

ALLIANCE RUBBER CO., Hot Springs, Arkansas TO-10

Please Send **FREE** Sample of **ARCO OPEN-RING STATIONERY BANDS**

Firm ..... Attention .....

Address ..... City ..... State .....

My Stationery Dealer Is: .....

Address ..... City ..... State .....

For More Information Circle No. 158

DAN C. McKAY
NBFA President

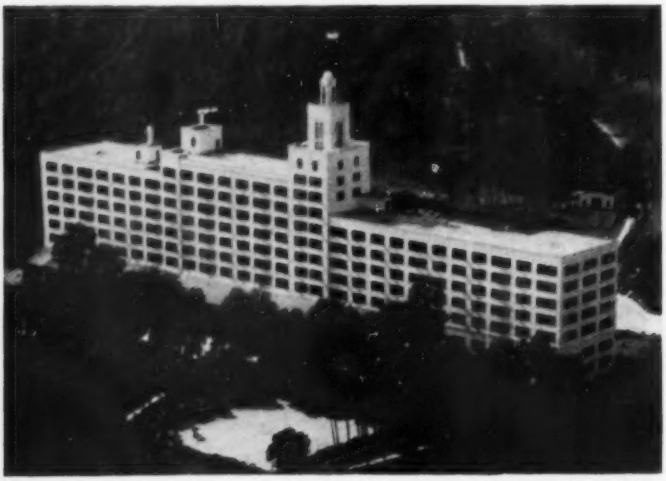
W. ROY HARRIS
Vice President

F. J. RING
Secty-Treas.

Annual Convention of Independent Forms Distributors

SPECIAL features are being planned for members and manufacturers who attend the tenth annual convention of National Business Forms Associates at the Edgewater Gulf Hotel, Edgewater Park, Miss., from October 28 to November 3. It is expected that over 175 members and their independent manufacturers will be there. Members of NBFA now operate in 80 key cities from coast to coast. Manufacturers, who produce every type of business forms systems, will display their products and cooperate with the member companies on general sales promotion projects.

An interesting and educational program has been arranged by Dan C. McKay, NBFA president. Mr. McKay is also president of Business Forms Service, Detroit, and one of the six charter members of NBFA. The convention's business sessions get under way on Mon-



The Edgewater Gulf Hotel in Edgewater Park, Miss., where NBFA members and guests will meet this month.

For More Information Circle No. 416—→

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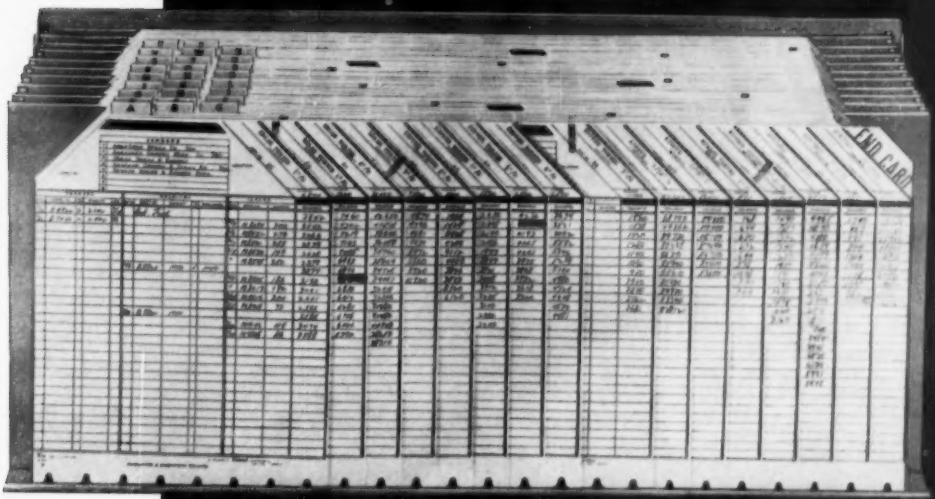

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2. GREATER CAPACITY than any other visible file because of Aluminum Spacer Panels.
3. POSITIVE INDEXING CONTROL AND FASTEST CARD SELECTION with durable Plastic Card Index Guides for greater visibility.
4. FASTEST CARD REINSERTION with Spacer Floor which provides Positive Margin Alignment.
5. AUTOMATIC REMOVAL OF ONE OR MORE ROWS OF CARDS.
6. FINEST DESIGN AND CONSTRUCTION of all styles of housing units in our own metal shop.
7. SPECIAL CARD PRINTING FEATURES manufactured in our own printing plant.

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VUE-FAX CORPORATION
Westbury, New York

day, October 31. Max Clarkson, president, Clarkson Press, Buffalo, will speak on the subject of integrated data processing. Another speaker at the Monday session will be J. A. Houle of Manifold Business Forms Co., Chicago, whose subject will be the labeling and identification of shipments.

On Tuesday, November 1, the principal speaker will be John White who is associated with Vue-Fax Corp., Westbury, N. Y. Mr. White will present a complete story of specialized systems analysis for business forms specialists. On Wednesday, John Randall of Specialized Forms Co., Caledonia, N. Y., will be heard on the standardization and uniformity of business forms and business papers. A highlight of the convention will be a demonstration of machines by International Business Machines Corp., followed by a discussion period.

The well planned program of diversion should satisfy all members and guests. This will include the customary golf tournament and putting contest. Trophies and prizes will be awarded at the annual banquet on Wednesday night. A plantation party is planned for the evening of November 1 and its theme will be related to the history of the Gulf of Mexico. On this occasion the entire hotel will be specially decorated with magnolia branches, Spanish moss, bales of cotton and other local flora. Music for dinner and dancing will be furnished by Pappa Celestine's famous orchestra from New Orleans' French Quarter.

Officers of NBFA are Dan McKay, Business Forms Service, Detroit, president; Roy Harris, McGregor & Werner, Inc., Washington, D.C., vice president; F. J. Ring, Modern Business Forms Co., Chicago, treasurer. Directors are Fred Ferguson, Buffalo Business Forms Co.; Gene Fireoved, Girard Business Forms Co., Philadelphia; Bob Stratton, New England Business Forms Co., New Haven, Conn.; Charles Tingle, Tingle Business Forms Co., Indianapolis; Jack Harris, Harris Business Forms Co., Davenport, Iowa; Ray Arnell, Arnell Business Forms Co., Minneapolis. Complete information on this convention can be had from F. J. Ring, secretary, National Business Forms Associates, 8 S. Dearborn St., Chicago 3.

Recruitment That Works!

(Continued from page 77)

this method of attracting clerical workers:

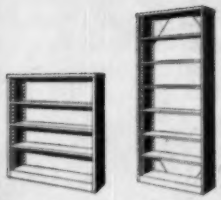
1. Issue invitations in the fall so school administrators will have time to schedule the spring visits on the senior class activity calendar. January or February is the very latest that you should extend invitations, and the sooner the better.

2. Spend some time planning, so you will be sure to capitalize on every selling point your company possesses. Little things which may seem relatively unimportant often have great significance to the youngsters you want to attract.

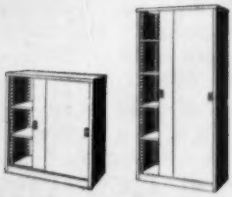
3. Make sure company personnel are alerted in advance as to the exact date and purpose of the visit. Solicit the cooperation of department heads and make sure they understand the importance of answering questions in a friendly way. If anyone in your company gives the impression that he is indifferent, the whole effect of the visit may be ruined. In fact, one incident can alienate all the potential job seekers from a school.

4. Use some imagination and showmanship in planning the visit. Remember those little touches which do so much to make a good impression — refreshments, the luncheon, the picture.

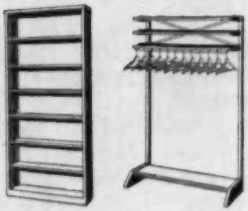
5. Once you have started the program, keep it going. It will gather momentum after several years and you will find senior business students looking forward to the visit. This was nicely expressed by a high school teacher who wrote: "I am confident that I shall be bringing my next year's senior business class for a tour of Employers Mutuals. I don't think I could get out of it even if I wanted to!"



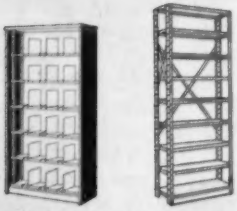
Bookcases and Storage Units



Sliding Door Storage Cabinets



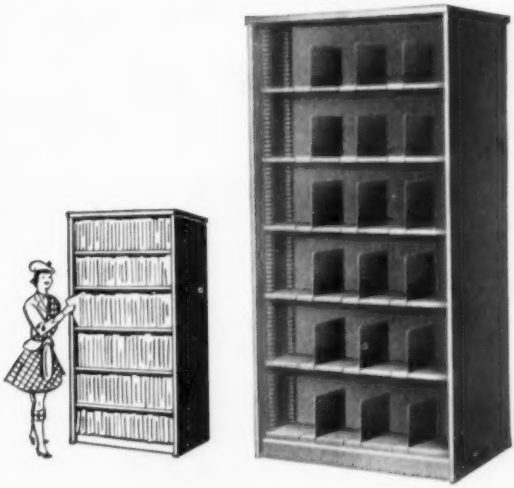
Library Shelving . . Wrap Racks



Open Shelf Files . . Steel Shelving

Be Better Satisfied

Buy Borroughs!



open shelf filing units

Borroughs units will save you up to 50% of the space used for ordinary filing equipment, and over 50% of the original cost of conventional files. They give you double the filing area for less than ½ the cost. Contents are instantly visible and accessible at all times, for any size person. Sliding shelves are adjustable without bolting. Dividers snap into place at any desired point on shelves, and slide with perfect ease. Units available in 72" and 84" heights—12" and 24" depths—outside width 36". Open front, single or double faced. Save time in filing, finding or referring . . . switch to Borroughs. Write for catalog.

BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3002 NORTH BURDICK amp **KALAMAZOO, MICHIGAN**

For More Information Circle No. 136

Our Amazing Language of Numbers

ROY HOPKINS
One time Assistant Editor of the London (England) "Economist"

A whimsical engraving showing two great scholars (Boetius and Pythagoras, born a thousand years apart) disputing the merits of Hindu figures versus Roman numerals. From Reisch's "Margarita Philosophica," 1503.

ABOUT 600 YEARS AGO, the occupants of board rooms and counting houses were engaged in a discussion on a subject which was then exercising the whole European continent and, for that matter, a great part of the discovered world. A great struggle was going on between the supporters of the ten new-fangled, but flexible and nimble, Indian number signs then invading Europe after a journey through Arabia, and those who argued in favor of retaining those classical beauties, the dignified and chaste Roman numerals. The question was argued between some of the greatest world scholars.

The coming to Europe of these ten Indian symbols (0, 1, 2, 3, 4, 5, 6, 7, 8, 9), figures which are employed today with such ease in all our accounting and calculations, was part of a great reform movement sweeping away the cobwebs of centuries and paving the way for vast discoveries in science and commerce. Without these number reforms, details of which are related later, progress could not have been made.

Primitive man experienced the greatest difficulty to count on his fingers beyond three. Perhaps the supernatural aspect of three accounted for a dread of going further. But soon better vision came, fear was overcome and five was reached. Then, with fingers and toes combined, counting reached the dizzy height of 20.

From fingers emerged the birth and growth of group numbers; thinking of numbers in convenient, easily handled packets of five or ten. The score and dozen followed. Sixty was favored by the Babylonians and traces of this preference have survived through the centuries (the number of seconds in a minute and the number of minutes in an hour). The early Egyptians must have given considerable thought to this grouping method, for on a macehead in the Ashmolean Museum, at Oxford, England, large round numbers are found which suggest high counting ability: 400,000 oxen, 1,426,000 goats and 120,-

Webster makes ribbons for 225 office machines

Machines vary. So do operators. And job requirements vary, too. But two needs are constant — the need for clear legible work and the need for economical production.

Webster meets these needs with a wide variety of inked ribbons for specific machines and specific kinds of work. They are made from the finest materials, either silk, long staple cotton or nylon. And there is a wide choice available in color and ink intensity.

Naturally, these fine ribbons are unconditionally guaranteed. Webster introduced the first non-filling typewriter ribbon in 1889. Since then they've been precision made and carefully inspected, inch after inch, to insure uniformly good service.

The ribbon that does high quality work, dependably and economically, is the best ribbon for your office. Your wisest choice is Webster's . . . consult your nearest dealer or write to us directly.

F. S. WEBSTER COMPANY

8 Amherst Street, Cambridge 42, Massachusetts

For More Information Circle No. 169

The 4-way calculating champion beats your competitors!

Ten and out! Winner and still champion — the Facit ESA-O! Yes, the world-famous Facit 10-key system — so simple that your office-boy can be a calculating expert within fifteen minutes — is unbeatable when figuring out the answers you want during a long-distance call or an important conference. It's the world's smallest fully automatic calculator and takes no more space than a telephone on your elegant desk.

Everybody likes the Facit ESA-O because of its fashionable design and outstanding quality. Thousands of Facit calculators have been used day after day for twenty years — and more! — and they are still helping their owners to a better office efficiency, saving lots of money all the time! Why don't *you* ask for our illustrated brochure FB 24 and find out what Facit can do in *your* case?

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WORLD'S MOST EXPORTED CALCULATOR

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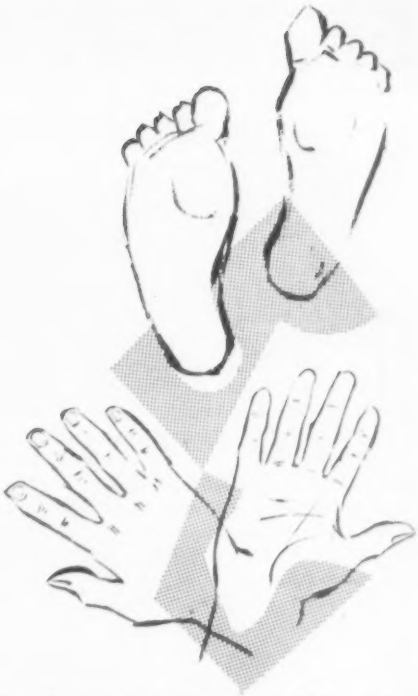
For More Information Circle No. 157

000 captives. How these were enumerated is mainly a matter of speculation. Perhaps some form of group counting in compounds helped, but the evidence in favor of group numbers is inescapable. Group counting subsequently gave man the idea of all manner of weights and measures.

A bright idea of using small pieces of sticks in place of fingers caught on. Here was a more lasting record. Small pebbles settled problems in simple arithmetic, while Babylon improved upon the idea by trimming the end of a reed to impress figure symbols in damp clay.

The little pieces of stick became longer and bookkeeping entries were represented by notches. The notched stick idea is not so barbarous, after all, for it is well to remember that stores of these antiquated notched sticks, or tallies, were kept by the British Treasury until comparatively recent times. Indeed, it was these wretched pieces of wood which were the cause of the destruction by fire of both Houses of Parliament at Westminster, London, in 1834. Notwithstanding, state treasuries, merchants, zealous priests and counting houses looked upon the tally or notched stick through the centuries as a trusty companion in carrying on affairs.

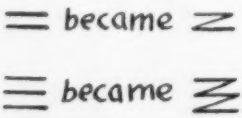
Of all the instruments provided by ingenious man to capture the number world, none has had a more lasting success as a popular reckoning instrument than the abacus. This ubiquitous instrument was known to the Egyptians and Greeks alike. The Greek product was a primitive affair, probably consisting of three iron spikes fastened upright into a flat wood base or stand. On these spikes would be filed counters, made of burnt clay with a hole in the center. These counters would be set out on the abacus according to the total to be recorded. For instance, one counter on the unit or first file would indicate one, two counters on the next file of tens would represent 20, and on the third or hundred spike four counters would represent 400, thus giving a total of 421 in all. Here the decimal or finger story was transferred from the hands to a more permanent register.



Our fingers and toes were our first counting device. From them we got our decimal system, and words like digit (number under 10), decade (10) and score (20).

But let us return for a brief moment to glance quickly at the real basis, in early times, of this number language, for design for numbers is a language by itself when taken with the additional symbols of direction, such as adding, subtracting, etc. The signs followed a pattern. Simple straight single strokes up to nine, except for China, with varied signs for groups from ten onwards. In Egypt astute priests were cleverly counting from the year 3500 B.C., astounding credulous peasants with their calculations. Babylonian merchants pressed their cut reeds in the damp clay about

3000 B.C., while in China perhaps close to 300 B.C., match sticks, or memory sticks, like these were in use for one, two and three.



From 3500 B.C. to 500 B.C. is a giant stride which introduces us to a fresh chapter on numbers. In man's struggle to find expression in numbers, a magic potion was being brewed in Greece, which even to this day provides an extensive field of research. Here we must pay tribute to Pythagoras the great Greek philosopher. He was a man with a mission. He brought to numbers a background of knowledge; he brought them to life; he claimed that everything in the world was numbers; he provided numbers with sex.

The even numbers were female; the odd numbers, male. One, the number, was neither male nor female, but the beginning of all things. One, was good or God. From it came all the things on earth that were noble and beneficial. Five was the ideal marriage number, uniting two and three in wedlock. Six was five plus one, marriage and child, seven might have been the family number. So taught Pythagoras. Yet Pythagoras told of wonderful things which we value today. (Pythagoras also put numbers into music, but space prevents more than this brief mention and this also applies to the scholarly story of Chinese savants with their remarkable study of permutations.)

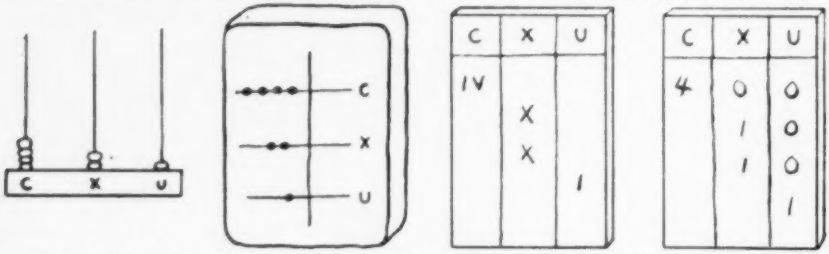
With the arrival in Europe of the Hindu numerals, the scene was dramatically changed. Although in Italy users of the new signs were at first consigned to hotter regions, nothing could hold back the opening of new worlds to conquer with the infidel signs. The two miracles of the Hindu importation were (1) the zero or nought sign and, (2) positional value. These two convertions, for such they were, combined and enabled science to assess the trend of events to come.

Let us clearly understand what is "positional value." The figure five appears in each of the following totals: 1 2 5, 1 5 2, 5 1 2. In the first total it says: "I am only worth five units." In the second it says, by an illusionist's trick: "Now I have changed in value to five ten or fifty," merely by the simple juggle of moving a step along and, "I am now worth 500." Could anything be more disarmingly naive? Yet it was these simple convertions which eventually enabled mathematicians to explore unknown worlds of knowledge.

The new figures took Shakespeare by surprise for he says in Henry V: "Oh pardon! since a crooked figure may attest in little place a million."

It has even been said that if Archimedes, the brilliant Greek mathematician, had discovered and brought to fruition the Indian zero sign and positional value (and there is no apparent

(Continued on page 228)



The number 421 expressed on the abacus, a Roman stone, in the Middle Ages and in the "new" Hindu figures.

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THE ALL NEW . . . *fully automatic*
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A TRIUMPH IN AUTOMATION AND FUNCTIONAL DESIGN

Practical beauty . . . the VOICE-MASTER CHALLENGER is housed in Kalistron, the tougher than-steel miracle fabric, and trimmed with 100% cowhide. Choice of beautiful decorator colors to match your office ensemble.

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- Push-button remote control for talk, listen and instant review.
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The CHALLENGER is the newest addition to the VOICE-MASTER family . . . a complete line of modern dictating and transcribing units. A design for every job and budget . . . from a low $185 up.

Why consider anything less, when the finest can be yours for as little as $3.50 a week! The all new VOICE-MASTER CHALLENGER carries a sensational 5-year check-up warranty and can be tried under our unique test-rental plan.

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For More Information Circle No. 112

Leonard B. Wilcox
NSOEA President

NSOEA 51st Annual Convention In Chicago, October 1-5

NO FEATURE of importance to sellers of stationery, office supplies and equipment has been overlooked in planning the program of the 51st annual convention and exhibit of the National Stationery & Office Equipment Assn. which opens October 1 at the Conrad Hilton, Chicago. The greatest exhibit of stationery, office equipment and office furniture will open at noon on Saturday to allow retailers to bring their sales forces to Chicago to view this tremendous showing of merchandise. Nowhere else can such a complete exhibit of this industry be seen at one time. A special feature of this year's show will be a model office furniture store. The actual building of a store as part of a hotel exhibit was a tremendous undertaking, attempted by few trade associations. NSOEA built and stocked a stationery store last year and seeing it inspired hundreds of retailers to develop a modernization program of their own. Last year's model store was practically duplicated in many instances with almost unbelievable increases in sales volumes being reported.

Over 93% of NSOEA retailer mem-

Gen. Carlos P. Romulo

Ken White

Robert Kazmayer

Jack Klein

NSOEA Convention Program

SUNDAY MORNING, OCTOBER 2

NON-DENOMINATIONAL RELIGIOUS SERVICE: Howard Butt Jr., Fred Smith, Karl Steele, Fague Springman.

MONDAY MORNING, OCTOBER 3

AVOIDING THE DARKNESS: Leonard B. Wilcox, *Roberts Printing & Stationery Co., Hutchinson, Kans.*

EDUCATION AND BUSINESS—AN IMPERATIVE PARTNERSHIP: A. Boyd Campbell, *President, Chamber of Commerce of the U. S.*

U. S. BUSINESS AND THE CHANGING WORLD PICTURE: Robert Kazmayer.

TODAY'S WORLD—TOMORROW'S GOALS: Gen. Carlos P. Romulo, *Philippine Representative to the United Nations.*

TUESDAY MORNING, OCTOBER 4

RETAILERS: Ivan Allen Jr., *Ivan Allen Co., Atlanta;* Jack Klein, *Klein Institute of Aptitude Testing.*

MANUFACTURERS: J. L. Mann, *President, Sturgis Posture Chair Co., Chicago;* Nathaniel Leverone, *Chairman of the Board, Automatic Canteen Co. of America;* Homer Lay, *Manager of NSOEA.*

FIELD MEMBERS: Art Pfister, *Smead Mfg. Co., Hastings, Minn.*

TUESDAY AFTERNOON, OCTOBER 4

LUNCHEON: Dr. T. V. Smith, *Maxwell Professor of Citizenship and Philosophy, Syracuse University, N. Y.*

PREVENTIVE HEALTH MEASURES FOR EXECUTIVES: Dr. Robert L. Parker, *Associate Professor of Medicine,* Dr. Howard P. Rome, *Professor of Psychiatry, and* Dr. James C. Cain, *Assistant Professor of Medicine, Mayo Foundation*

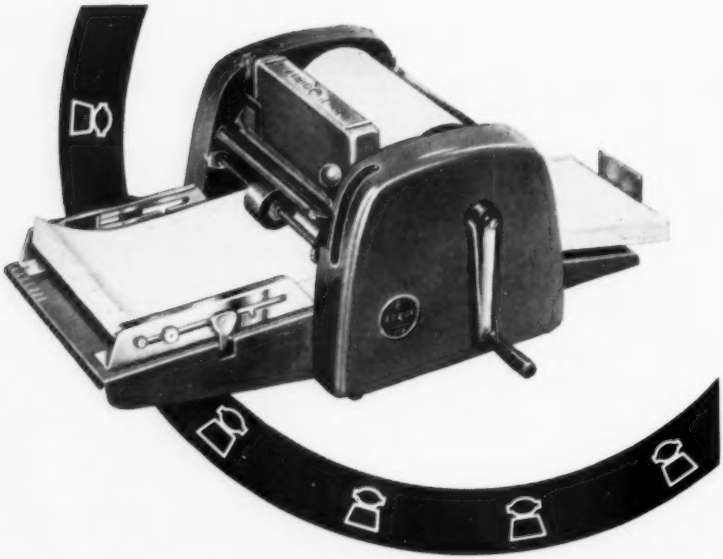
DYNAMIC FURNITURE MERCHANDISING: Ken White.

WEDNESDAY MORNING, OCTOBER 5

ARE WE KIDDING OURSELVES?: Dr. Ralph DeArmond Cies, *Research Consultant.*

DOING BETTER WHAT WE ARE ALREADY DOING SO WELL: Ivan Allen Jr., *Ivan Allen Co., Atlanta.*

bers have office furniture departments, yet many of these do not offer complete decorating services. The model office furniture store at the convention has been designed by Ken White to startle the industry with a dramatic view of the tremendous opportunity for them in the furnishings field. Individual office suites graduated from moderately priced ones up to luxurious executive offices and conference rooms will be displayed in colorful settings, each grouping complete with its wall and floor coverings, lighting fixtures and accessories. Movable partitions or dividers will be of different new materials which any retailer can use in any size store. But behind the entire design will be sound principles of merchandising. Included will be a gift and accessory department. The



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1—the new AZOGRAPH duplicating process is the fastest and lowest cost duplicating process with complete cleanliness.
2—the AZOGRAPH duplicator can be used to produce spirit (aniline dye) copies.

For information call the A. B. Dick Company distributor listed under Duplicating Machines in the classified section of your phone book. Or write A. B. Dick Company, 5700 Touhy Avenue, Chicago 31, Illinois.

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THE FIRST NAME IN DUPLICATING

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FULLER & SMITH & ROSS INC.—A-2634
Office—October, 1955

For More Information Circle No. 312

model store along with all the 375 merchandise exhibits will be open every day from Saturday, October 1 to Wednesday, October 5.

Because of the success of last year's Sunday morning services conducted by laymen, Howard Butt Jr., Texas grocer and preacher, will lead a non-denominational religious service in the hotel's main ballroom at 10:30 a.m. At 3 p.m. Sunday, the ladies hold their annual reception and tea.

The first general session opens Monday morning, October 3, at 9:30. Speakers selected for their knowledge of this changing world and our national picture will be A. Boyd Campbell, president of the Chamber of Commerce of the U. S., and Robert Kazmayer, world traveler. NSOEA's president, Leonard B. Wilcox, will tell a fascinating story of traveling the "light" route. Gen. Carlos P. Romulo, Philippine representative to the United Nations, will speak at Monday's luncheon.

Following the general practice, the three divisions of NSOEA will hold separate sessions on Tuesday morning. The retailers will meet under the chairmanship of Ivan Allen Jr., Ivan Allen Co., Atlanta; the manufacturers under J. L. Mann, Sturgis Posture Chair Co., Chicago; and the field members under Art Pfister, Smead Mfg. Co., Hastings, Minn. The retailers' program will include a clinic on aptitude testing of salesmen, conducted by Jack Klein of the Klein Institute of Aptitude Testing. Mr. Klein will test actual salesmen, who are unknown to him, and report on their potential effectiveness. After his report, employers of the men tested will be asked to corroborate or challenge the judgment of the testing institute.

On Tuesday afternoon there will be a round table discussion led by three doctors from the Mayo Foundation. These specialists in medicine and psychiatry will discuss the preventive health measures which can be taken by businessmen. There will follow a talk on the merchandising of office furniture and accessories by Ken White who has designed more than 450 stores and whose model store will be on view. The ladies will see Cinerama Holiday that afternoon and the annual convention party will be held Tuesday evening.

The last day's general session will hear from Dr. Ralph DeArmond Cies, research consultant, on the second of NSOEA's management series, *The In-*

Sketch of the model office furniture store which will be built at the NSOEA convention in Chicago this month. Designed by Ken White, it will be the last word in office furniture merchandising.

One of the many actual stores which were inspired by the model self-service store at last year's NSOEA convention. This is the Hall Stationery Co. in Topeka, Kans. Every shelf and fixture in the 18 x 130 ft. store was replaced with steel wall and island fixtures. The only departments not converted to self-service were the photo, pen and office furniture sections. Although the store was closed June 1-26 for the remodeling, June sales were still 71% of last year because commercial customers were given special "backdoor" service during the changeover.

ventory Manual. In 1954, he presented *Your Product Primer* to tell retailers how to make more money in their business through proper accounting. This year Dr. Cies will review the new manual which deals with proper stock control and inventory records.

In giant billboard type, Ivan Allen Jr. will report for the planning committee on what a good manager must know to be successful, and the services planned by NSOEA to bring this knowledge to its members. The goal of the planning committee is better profits to dealers, better service to customers, better outlets for manufacturers, and better prices to users. The annual election of officers will close this session. The ladies will see Sabrina Fair on Wednesday afternoon and the annual banquet and dance takes place that evening.

The complete convention program appears on these pages and additional information can be had from Paul E. Burbank, executive director, National Stationery & Office Equipment Assn., 740 Investment Building, Washington 5, D. C.

For More Information Circle No. 134

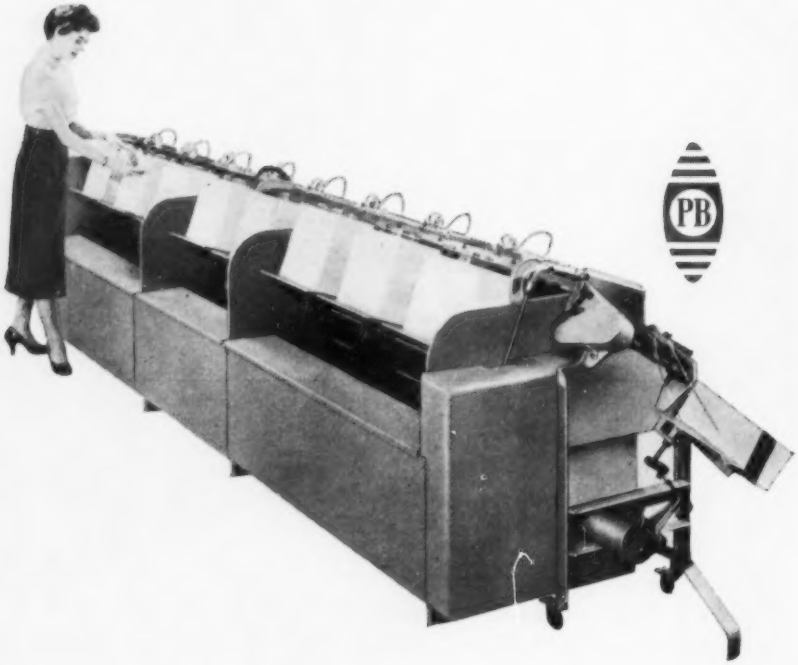
The Macey Collator

. . . which automatically gathers printed sheets and mixed pieces of varying weights and sizes . . .

now sold & serviced by

Pitney-Bowes

Originators of the postage meter . . . leading maker of mailing machines . . . with offices in 94 cities in the U.S. and Canada



This 8 station model will gather up to 32,000 pieces an hour . . . handles sheet sizes from 3" x 5" to 12" x 17" . . . Also available in 4, 12 and 16 station models . . . Can be equipped with automatic stacker, and wire stapler

Fast & efficient work saver–

Gathering or assembling by hand is slow and tedious, usually takes a lot of time, a lot of people, or both; disrupts office routine, diverts high salaried workers from their regular jobs.

This new Macey Collator is highly efficient, easy to operate—can gather, stack and staple from 3,000 to 4,000 sets (as many as 64,000 letter weight sheets) an hour on the largest model.

It is wholly automatic, and extremely accurate. The top sheet is lifted by air, carried by suction to the conveyor tray. Each collated set is checked for thickness. A faulty set will cause a stoppage, which is indicated by lights, and can be remedied in seconds.

This machine is worth its cost in convenience alone, and soon pays for itself in personnel problems avoided, time saved, and faster distribution and mailing. Hundreds of users find the Collator invaluable in assembling form letters, bulletins, price lists, catalogues, instruction manuals, etc.

The Macey Collator is now backed by Pitney-Bowes expert service coast to coast. Call the nearest PB office for information, or send coupon for free folder and case study.

Free Booklet

Pitney-Bowes, Inc.
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Send illustrated folder & case study

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Firm_____

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For More Information Circle No. 110

How a Bank Keeps Complete Personnel Records

WILLIAM L. BARTON
Assistant Vice President, East River Savings Bank, New York

ADEQUATE personnel records for banking staffs have long been a problem in most institutions. All banks receive letter after letter from government agencies, schools and business organizations, asking for information about former staff members, some of whom had been employed ten, 15 or 20 years ago. Although employment records are available, complete professional, academic, business and medical histories are needed to supply data requested or pertinent in reply.

The East River Savings Bank decided to build a complete set of records for our staff which would reduce our work in replying and give a fairer picture of the ex-staff member to inquiring agencies. We began by making a study of the records in current use, collecting sample records from other organizations throughout the country, and then set up tentative forms. We are now using offset duplicated forms so that we can make pertinent changes. When the records are considered satisfactory, we will have them printed. We do not consider our personnel records perfect, but they are adequate and extremely useful. Our records include:

Application Letter.

Copy of Reply.

Check List for Processing Personnel Transactions.

Application for Employment.

Interviewer's Review Sheet.

Payroll Authorization.

Letters of Recommendation.

Bonding Investigation Forms.

Personal History Record.

Employment Forms signed by applicant.

Copy of form acknowledging receipt of Staff Handbook of Personnel Policies and Practices.

Copy of Health Report.

Performance Evaluation Reports.

Suggestion System Record.

Miscellaneous transfer, educational, attendance and vacation records.

Personal jacket containing all pertinent papers.

These become the permanent record of each staff member employed. They should be kept up-to-date. In case of termination of employment, a copy of the terminal interview with the director of personnel, a letter of resignation and a termination record is filed.

The first form we worked on was an application record. It includes such items as name, date of birth, permanent address, nearest relative, age, marital status, educational record, military service, experience and the names of three persons for use as reference. This information enables us to discuss employment possibilities when a person applies for a position. (We made certain that the form complied with our Fair Employment Practice Statutes, and suggest, in those states where such laws are in effect, that it is a good idea to have the form approved by the State Commission).

Next, we were concerned with the creation of a personal history record, with a detailed education, history and an experience record. This includes a continuous case history of the position filled at time of employment, later assignments, promotions, and dates of each. It is a valuable guide when advising persons of their progress and in planning for their advancement.

Personnel policies and practices at the East River Savings Bank are set up jointly by the staff of the personnel department and banking administration officials. We have long realized the importance of written policies, including

Look for this trademark...

PHOTOSTAT

REG. U. S. PAT. OFF.

photographic copying equipment

You'll find this splendid equipment serving faithfully in insurance, commercial and industrial concerns everywhere, from the smallest to the largest . . . and also in federal, state, county and municipal offices, coast to coast. It sets the standard for economical, dependable photocopying the nation and the world over!

If your requirements are small or moderate, it will serve *you* well. The PHOTOSTAT Instant Copier and Model Junior machines save time and money in any office, anywhere. Or, if need be, our larger automatic models will provide the answer to your copying problems.

Together with MICROTRONICS® Micro-film equipment . . . now manufactured by PHOTOSTAT CORPORATION . . . we provide the greatest variety of fine equipment available for *copying and preserving* records of all kinds on *both* paper and film.

Let our trained sales-service representatives, coast to coast, advise and aid you. Your inquiries will receive our prompt and interested attention. Feel free to write us . . . no obligation!

PHOTOSTAT *is the trade-mark* **of PHOTOSTAT CORPORATION**

PHOTOSTAT CORPORATION

299 STATE STREET, ROCHESTER, NEW YORK

Service offices in all principal cities and in Toronto, Canada

For More Information Circle No. 135

ADDO-X's light-as-a-dove's feather touch, short key action — minimizes finger travel, saves operator's energy. The STEP-O-MATIC lever offers you calculator performance at adding machine cost when multiplying.* No other adding machine is so saving of your operator's time and energy. Write for literature† today.

ADDO MACHINE COMPANY, INC.
145 WEST 57TH STREET, NEW YORK 19, N. Y., CIRCLE 5-6940

WEST COAST BRANCH
WESTERN ADDO MACHINE CORP., 2921 BEVERLY BLVD.
LOS ANGELES, CALIFORNIA, TEL: DUNKIRK 5-2247

*At 175 r.p.m.
†Also on our NEW two register machine.

For further details mail this advertisement with your letterhead.

For More Information Circle No. 133

NAME _____ BRANCH OR DEPT. _____

EAST RIVER SAVINGS BANK

CHECK LIST FOR PROCESSING PERSONNEL TRANSACTIONS

EMPLOYMENT		TERMINATION	
	DATE		DATE
APPLICATION COMPLETED		WRITTEN RESIGNATION RECEIVED	
TAX WITHHOLDING CERTIFICATE FILED		PAYROLL AUTHORIZATION PREPARED	
NON-STATE RESIDENT TAX CARD FILED		TERMINATION RECORD PREPARED	
HOSPITALIZATION ENROLLMENT CARD PREPARED		TERMINATION RECORD COMPLETED	
GROUP LIFE INSURANCE ENROLLMENT CARD PREPARED		GROUP LIFE INSURANCE CANCELLED	
HOME ADDRESS CARD FILED		HOSPITALIZATION MEMBERSHIP CANCELLED	
BOND APPLICATION FORMS PREPARED		PERSONAL HISTORY CARD NOTED	
STAFF HANDBOOK PRESENTED		PERSONAL HISTORY CARD FILED	
INTERVIEWER'S RATING FORM PREPARED		IDENTIFICATION CARD RETURNED	
PAYROLL AUTHORIZATION PREPARED		EMPLOYEE TRANSFER RECORD FILED	
MEDICAL EXAMINATION FORMS PREPARED		NAME REMOVED FROM CHRONOLOGICAL ROSTER	
INVESTIGATION REQUEST LETTER MAILED		HOME ADDRESS CARD FILED	
PERSONAL REFERENCE LETTERS MAILED		VAULT COMBINATIONS RETURNED	
PERSONAL HISTORY CARD PREPARED		ATTENDANCE RECORD FILED	
NAME ENTERED ON CHRONOLOGICAL ROSTERS		KEYS AND BANK PROPERTY RETURNED	
PERSONAL JACKET PREPARED		PERSONAL JACKET RE-FILED	
IDENTIFICATION CARDS ISSUED		REFERENCE LETTERS PREPARED	
INVESTIGATION COMPLETED		FINAL SALARY COMPUTED	
REFERENCE CHECKS COMPLETED		ACCRUED VACATION ALLOWANCE NOTED	
MEDICAL REPORT RECEIVED		TERMINATION ALLOWANCE GRANTED	
BLANKET BOND ACKNOWLEDGED		AUTHORIZATION SIGNATURES CANCELLED	
ENROLLED IN HOSPITALIZATION PLAN		NOTICE OF TERMINATION FORWARDED	
ENROLLED IN GROUP LIFE INSURANCE PLAN		TAX WITHHOLDING NOTICE ISSUED	
ENROLLED IN PENSION PLAN		BOND DEDUCTION AUTHORIZATION CANCELLED	
PERFORMANCE REVIEW FORM PREPARED		EXIT INTERVIEW COMPLETED	
PERFORMANCE REVIEW FORM RECEIVED			
PROBATIONARY PERIOD COMPLETED			

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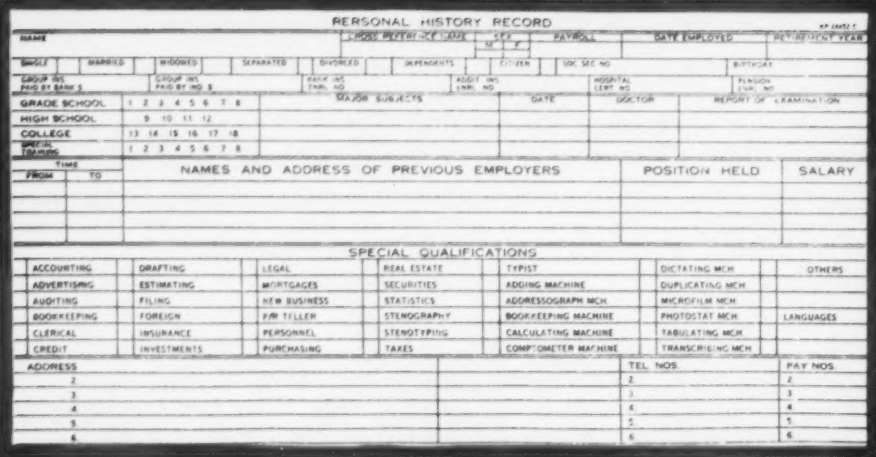
job descriptions for each position, salary, hours per week with days off, holidays and vacation time. Accordingly, a staff handbook entitled *The East River and YOU* has been published. Information is included regarding the health program for the staff, the provisions for sick leave, the value of the Blue Cross hospitalization plan, group life insurance, the retirement and pension benefits,



PERSONAL HISTORY RECORD

NAME	HOME PHONE	SEX M F	PAYROLL	DATE EMPLOYED	RETIREMENT YEAR

SINGLE	MARRIED	WIDOWED	SEPARATED	DIVORCED	DEPENDENTS	CITIZEN	SOC SEC NO	BIRTHDAY

GROUP INS PAID BY BANK $	GROUP INS PAID BY IND $	BANK INS ENRL NO	AUDIT INS ENRL NO	HOSPITAL CERT NO	PENSION ENRL NO

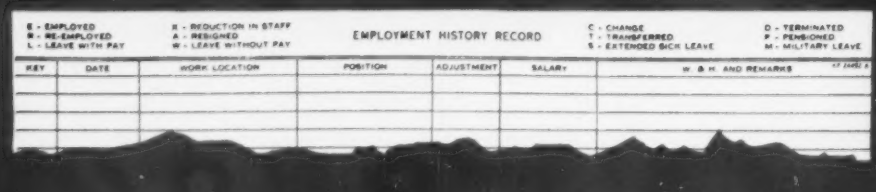
		MAJOR SUBJECTS	DATE	DOCTOR	REPORT OF EXAMINATION
GRADE SCHOOL	1 2 3 4 5 6 7 8				
HIGH SCHOOL	9 10 11 12				
COLLEGE	13 14 15 16 17 18				
SPECIAL TRAINING	1 2 3 4 5 6 7 8				

TIME FROM	TO	NAMES AND ADDRESS OF PREVIOUS EMPLOYERS	POSITION HELD	SALARY

SPECIAL QUALIFICATIONS

ACCOUNTING	DRAFTING	LEGAL	REAL ESTATE	TYPIST	DICTATING MCH	OTHERS
ADVERTISING	ESTIMATING	MORTGAGES	SECURITIES	ADDING MACHINE	DUPLICATING MCH	
AUDITING	FILING	NEW BUSINESS	STATISTICS	ADDRESSOGRAPH MCH	MICROFILM MCH	
BOOKKEEPING	FOREIGN	P/R TELLER	STENOGRAPHY	BOOKKEEPING MACHINE	PHOTOSTAT MCH	LANGUAGES
CLERICAL	INSURANCE	PERSONNEL	STENOTYPING	CALCULATING MACHINE	TABULATING MCH	
CREDIT	INVESTMENTS	PURCHASING	TAXES	COMPTOMETER MACHINE	TRANSCRIBING MCH	

ADDRESS		TEL NOS	PAY NOS
2		2	2
3		3	3
4		4	4
5		5	5
6		6	6



E - EMPLOYED
R - RE-EMPLOYED
L - LEAVE WITH PAY
R - REDUCTION IN STAFF
A - RESIGNED
W - LEAVE WITHOUT PAY

EMPLOYMENT HISTORY RECORD

C - CHANGE
T - TRANSFERRED
S - EXTENDED SICK LEAVE
D - TERMINATED
P - PENSIONED
M - MILITARY LEAVE

KEY	DATE	WORK LOCATION	POSITION	ADJUSTMENT	SALARY	W. & H. AND REMARKS

CONFIDENTIAL RECORD OF INTERVIEWS WITH STAFF MEMBER

DATE	SUBJECTS OF DISCUSSION OR SPECIAL NOTATIONS	SUGGESTION NUMBER	PRIZE RECORD

Personnel forms in the Home Office designed by Sam Blum for Lumbermens Mutual (see page 116).

as well as the plan of our performance evaluation records and reports, termination, and provision for leave of absence, such as military leave and attendance at meetings and schools.

The proposed policies and practices were discussed in conference with the personnel committee, executive officers, branch managers and department heads. Comments were incorporated in the draft and additional recommendations were considered and added to the policies. The material is under constant review and suggestions for changes are noted for timely revision. Each newly-employed person is given a copy for which he signs a form acknowledging receipt of the handbook and agrees to study the contents carefully and abide by the matters affecting his responsibilities as a member of the staff. The booklet is issued solely for instructive, informative and educational purposes. It is suggested that you consider seriously the advantages and possibilities of putting all your personnel policies and practices in writing.

Our plans for evaluating the work of members of the staff were changed completely. Formerly, the immediate super-

For More Information Circle No. 402→

take the *Griping*

out of *Typing*

Here's the Answer

I love Ezerase Onion Skin; there is nothing quite like it — it makes typing such a pleasure — and it's so simple to correct errors — just a regular pencil eraser and presto! The mistake is gone and best of all when you retype you can't tell where you made the correction.

Make This TEST

Type a few words. Make erasure with ordinary pencil eraser. Retype — can you detect the correction?

Millers Falls

EZERASE ONION SKIN

This lightweight paper has ONE outstanding feature that ordinary Onion Skin papers do not possess . . . . its erasing qualities. You see Ezerase Onion Skin has a special, patented, surface coating that makes it easy to correct typing mistakes. A regular pencil eraser does the trick. Mistakes brush off so quickly . . . so clean, leaving no smudge . . . no muss. This special, surface coating also does something else . . . it resists the abrasive action that causes holes or tears in ordinary thin papers. You will get quick, clean erasing with no holes or tears when you use Millers Falls Ezerase Onion Skin.

Return this Post Card To-day for TRIAL PACKET.

☐ Please send me a trial Packet of Ezerase, 8½ x 11, Substance 9. I enclose 50 cents to cover the cost.

☐ Please send me a free sample book showing the complete line of Millers Falls Ezerase.

Name .....

Company .....

Company Address .....

City ..... Zone ..... State .....

Millers Falls

EZERASE Onion Skin

★ White only, Substance 9, Cockle finish is available from your printer or stationer in sizes 8½ x 11, 8½ x 13, 8½ x 14 in handy 100 sheet packets or boxes, also attractive, economical 500 sheet boxes.

★ Printed "COPY" second sheets, marginal or diagonal, are available in size 8½ x 11, Sub. 9. Legal marginal ruled is available in sizes 8½ x 13 and 8½ x 14 in Subs. 9-13-16-20.

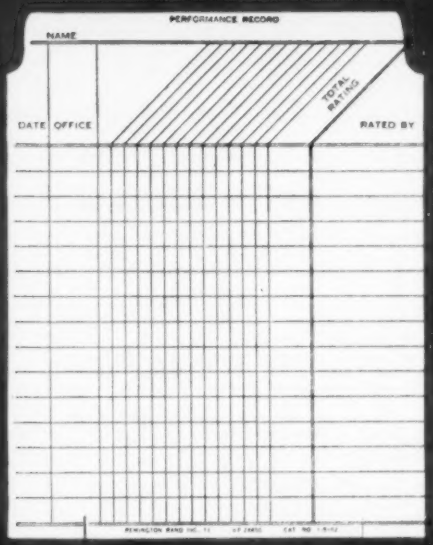
★ Ezerase is available to your printer through national distribution in standard large sizes and heavier weights, Substance 13, 16, 20 for letterheads and form work.

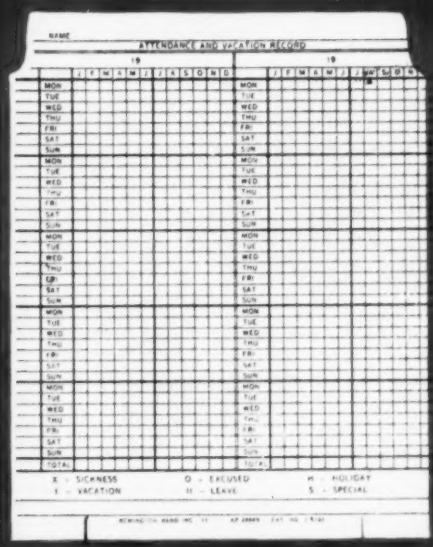
Ezerase is a product of the

MILLERS FALLS PAPER COMPANY

Millers Falls, Massachusetts

This is a sample of Millers Falls Ezerase Onion Skin
White, Substance 9, Cockle Finish





visor summarized the work of the individual at the termination of the probationary period and at irregular intervals thereafter. Many times this was subjective and too personal. Some light incident, reported by one person, might tend to give an unsatisfactory rating.

We consider an evaluation by a super-

←For More Information Circle No. 402

EAST RIVER SAVINGS BANK
INTERVIEWER'S REVIEW SHEET

INSTRUCTIONS: RATE THE APPLICANT'S QUALIFICATIONS ONLY AS THEY APPLY TO THE POSITION FOR WHICH THE PERSON IS BEING CONSIDERED. NOTE BRIEF FACTS TO SUBSTANTIATE YOUR OBSERVATIONS IN THE SPACE PROVIDED UNDER SUMMARY OF INTERVIEW.

NAME OF APPLICANT	BIRTH DATE	DATE INTERVIEWED
POSITION APPLIED FOR	SOURCE OF REFERRAL	
BY WHOM REFERRED	DATE REFERRED	

IMPRESSION OF INTERVIEWER

PREVIOUS EXPERIENCE
- ☐ PREVIOUS DUTIES WERE NOT SIMILAR
- ☐ LACKS REQUIRED SPECIAL SKILLS
- ☐ WORKED UNDER SAME DEGREE OF SUPERVISION
- ☐ SHOWED DEVELOPMENT IN PREVIOUS POSITIONS
- ☐ HAS NECESSARY QUALIFICATIONS FOR THIS VACANCY

EDUCATION
- ☐ INSUFFICIENT FORMAL EDUCATION
- ☐ LACKS TRAINING IN SUBJECTS RELATED TO POSITION
- ☐ COMPLETED SPECIAL COURSES
- ☐ CONTINUING TRAINING AND STUDY
- ☐ EXCELLENT BACKGROUND

MATURITY
- ☐ POOR SENSE OF RESPONSIBILITY
- ☐ LACKED JUDGMENT IN CHANGING POSITIONS
- ☐ SHOWS ECONOMIC DRIVE
- ☐ HAS LOGICAL REASON FOR SEEKING WORK HERE
- ☐ REASONABLY AGGRESSIVE AND SELF-CONFIDENT

APPEARANCE
- ☐ DEFINITELY UNSUITABLE IN DRESS AND HYGIENE
- ☐ RATHER UNFAVORABLE IMPRESSION
- ☐ ACCEPTABLE AVERAGE
- ☐ CREATES GOOD IMPRESSION IN SPEECH AND COURTESY
- ☐ SPLENDID IMPRESSION AND INTERESTS

ALERTNESS
- ☐ SLUGGISH AND VAGUE
- ☐ SOMEWHAT SLOW
- ☐ RESPONDS FAIRLY WELL
- ☐ GOOD GRASP AND RESPONSIVE
- ☐ VERY BRIGHT AND KEEN

TEMPERAMENT
- ☐ DEFINITELY UNCOOPERATIVE AND UNPLEASANT
- ☐ PROBABLY A POOR TEAM WORKER
- ☐ AVERAGE STABILITY AND COOPERATIVENESS
- ☐ PLEASANT AND WELL-BALANCED
- ☐ EXCEPTIONAL POISE AND SELF-CONTROL

SUMMARY OF INTERVIEW

TEST RESULTS			APPLICATION ANALYSIS
	TYPING		ALL QUESTIONS FULLY ANSWERED ☐ YES NO ☐
	STENOGRAPHY		
	REMARKS		HANDWRITING SATISFACTORY ☐ YES NO ☐

INTERVIEWER DATE

959

visor and department head, at say six-month or annual intervals, to be more satisfactory. We discussed the needs of a record form at position evaluation meetings. A performance evaluation sheet, embodying modern standards, has been set up for each staff member. The performance of the staff is reviewed periodically by heterogeneous groups whose composition is such as to allow

PHOTOCOPIES...

even under fluorescent lights?

CERTAINLY—without hoods,
visors or light shields!
with the new

Photorapid

"COMPAK"

At last, a one-piece photocopy machine that *doesn't* need subdued lighting or cumbersome light shields! Under bright fluorescent lights, any girl in your office can copy anything—in seconds—even pages in bound books. These sharp black-on-white copies stay flat and have a dull finish that permits pen or pencil notations. The COMPAK is available in two sizes, 8½" x 14" and 14" x 17".

Copy-Craft Dept. O-10 105 Chambers St., New York 7, N. Y.

check

☐ I'd like a free demonstration to see Photorapid's operation under the lighting conditions in my office.

☐ Send me your brochure and full details about Photorapid.

NAME_____

COMPANY_____

STREET_____

CITY_____ STATE_____

For More Information Circle No. 184

introducing -------

EFFORTLESS COLLATING

with the NEW

COLLAMATIC

Electric Collator

SEE THE NEW COLLAMATIC
at Booths 7-8, Section O
National Business Show,
Oct. 24th - 28th.

Model "800"
CONSOLE

ONLY
$345.
F.O.B.

Collate *without* effort — *without* fatigue. Collate as fast as you duplicate WITH THE NEW COLLAMATIC — the electric collator designed specifically for the modern office.

Think of it, an *electric* collator that will cut labor costs in half — actually pay for itself. An office machine that everyone will love to operate.

Touch the automatic starter and the sheets are advanced for inspection. Touch it again and collate. Just *touch* and *collate;* that's all.

Lots of other features too! Each bin will hold more than a full ream of paper. Scientifically designed stapling and stacking bin insures uninterrupted work flow. Positive feed, MAGICFEED rollers feed right down to the last sheet. Priced to sell for LESS than most mechanical collators.

Be first to have "EFFORTLESS COLLATING" in your office. Write for brochure and the name of your nearest distributor.

☐ I'd like a demonstration of the New Collamatic.

☐ Please forward additional information.

Name.....Title.....

Firm.....

Street.....

City.....State.....

ELECTRIC COLLAMATIC COLLATOR

101-10 State Highway 23,
Wayne, New Jersey
MOuntain View 8-2900

THE ELECTRIC COLLATOR
FOR THE MODERN OFFICE

For More Information Circle No. 156

EAST RIVER SAVINGS BANK

APPLICATION FOR EMPLOYMENT

NOTE: ALL APPOINTMENTS TO POSITIONS ARE ON A TRIAL BASIS AND SUBJECT TO SATISFACTORY PERFORMANCE. PERSONS WHO ARE NOT ADAPTABLE TO THE WORK FOR WHICH EMPLOYED, MAY BE RELEASED. ALL APPOINTMENTS ARE SUBJECT TO APPROVAL OF MEDICAL EXAMINATIONS BY THE BANK'S PHYSICIAN AND TO A SATISFACTORY CHARACTER INVESTIGATION.

PRINT NAME ONLY	FIRST	MIDDLE	LAST	SOCIAL SECURITY NO.

RESIDENCE	STREET	CITY	ZONE	STATE

DATE OF BIRTH	AGE	HEIGHT	WEIGHT	TELEPHONE NO.	CITIZEN OF U.S.A.
					YES ☐ NO ☐

SINGLE	MARRIED	WIDOWED	SEPARATED	DIVORCED	NO. OF DEPENDENTS
☐	☐	☐	☐	☐	

FAMILY STATUS

RELATIONSHIP	NAMES IN FULL	OCCUPATION	ADDRESS
MOTHER			
FATHER			
HUSBAND OR WIFE			
DEPENDENTS		RELATIONSHIP	

POSITION APPLIED FOR	WITH WHOM DO YOU RESIDE? GIVE NAME AND ADDRESS
AMOUNT AND SOURCE OF INCOME OTHER THAN SALARY?	SALARY EXPECTED / WHAT LED YOU TO SEEK EMPLOYMENT HERE?
HAVE YOU EVER BEEN ARRESTED? YES ☐ NO ☐	IF YES, GIVE DATE, PLACE AND REASON
HAVE YOU EVER BEEN BONDED? YES ☐ NO ☐	IF REFUSED, STATE CIRCUMSTANCES
WERE YOU EVER DISCHARGED OR ASKED TO RESIGN? YES ☐ NO ☐	IF YES, GIVE FULL PARTICULARS
DID YOU EVER HAVE A SERIOUS INJURY OR ILLNESS? YES ☐ NO ☐	IF YES, GIVE NATURE OF CONDITION AND DURATION
DO YOU HAVE ANY PHYSICAL DEFECTS? YES ☐ NO ☐	IF YES, SPECIFY
IS YOUR SIGHT, HEARING, OR SPEACH IMPAIRED? YES ☐ NO ☐	IF YES, LIST CONDITIONS
ARE ANY OF YOUR FRIENDS OR RELATIVES EMPLOYED HERE? YES ☐ NO ☐	IF YES, LIST NAMES AND RELATIONSHIP
ARE YOU IN DEBT? YES ☐ NO ☐	IF SO, TO WHAT EXTENT AND REASON
DO YOU HAVE ANY OUTSIDE INTERESTS OR HOBBIES? YES ☐ NO ☐	IF YES, LIST IMPORTANT ONES
ARE YOU WILLING TO PURSUE OUTSIDE STUDIES? YES ☐ NO ☐	

PERSONAL REFERENCES – OTHER THAN RELATIVES OR EMPLOYE'S KNOWN MORE THAN 5 YEARS

NAMES	ADDRESSES	YEARS ACQUAINTED	OCCUPATIONS
1.			
2.			
3.			

1144

(Reverse of this form is on the following page)

comparison among individuals occupying positions having similar duties and responsibilities.

In accordance with this plan, and after giving consideration to the dates of the last salary increases, it was found practical to divide the staff into six groups as follows:

November - December Group: secretaries, stenographers, typists.

EDUCATIONAL RECORD

SCHOOLS	DID YOU GRADUATE?		YEAR ATTENDED FROM	YEAR ATTENDED TO	MAJORS	DEGREE
ELEMENTARY	YES ☐	NO ☐			X X X X X	X X X
HIGH OR PREP	YES ☐	NO ☐				X X X
COLLEGE	YES ☐	NO ☐				
BANKING SCHOOLS	YES ☐	NO ☐				
SPECIAL SCHOOLS	YES ☐	NO ☐				

BUSINESS EXPERIENCE

NAMES AND ADDRESSES OF EMPLOYERS	POSITION HELD	SUPERVISORS	LENGTH OF SERVICE MO.	LENGTH OF SERVICE YR.	SALARY	REASONS FOR LEAVING
PRESENT OR LAST						
PREVIOUS						
PREVIOUS						

ACCOUNT FOR ALL INTERVALS OF UNEMPLOYMENT, IF ANY, SHOWN IN THE ABOVE RECORD. STATE WHAT YOU WERE DOING AND GIVE NAMES AND ADDRESSES OF PERSONS WHO CAN VERIFY THIS.

FROM MONTH	FROM YEAR	TO MONTH	TO YEAR	OCCUPATION	SOURCES OF VERIFICATION NAMES	SOURCES OF VERIFICATION ADDRESSES

SPECIAL QUALIFICATIONS— PLACE CHECK MARKS TO LEFT

ACCOUNTING	DRAFTING	LEGAL	REAL ESTATE	TYPIST	DICTATING MACH.	OTHERS
ADVERTISING	ESTIMATING	MORTGAGES	SECURITIES	ADDING MACH.	DUPLICATING MACH.	
AUDITING	FILING	NEW BUSINESS	STATISTICS	ADDRESSOGRAPH	MICROFILM MACH.	
BOOKKEEPING	FOREIGN	P/R TELLER	STENOGRAPHY	BOOKKEEPING MCH.	PHOTOSTAT MACH.	LANGUAGE
CLERICAL	INSURANCE	PERSONNEL	STENOTYPING	CALCULATING MCH.	TABULATING MACH.	
CREDIT	INVESTMENTS	PURCHASING	TELEPHONE	COMPTOMETER MCH.	TRANSCRIBING MCH.	

MILITARY RECORD — RESERVE AND ACTIVE DUTY

FROM	TO	BRANCH OF SERVICE	RANK	SPECIAL DUTIES	SPECIAL TRAINING	ACTIVE DUTY PLACE	ACTIVE DUTY MONTHS

GROUP INSURANCE

UPON ENTERING THE EMPLOY OF THE EAST RIVER SAVINGS BANK, I HEREBY AGREE TO PARTICIPATE IN THE BANK'S GROUP LIFE INSURANCE PLAN IN EFFECT AT THE TIME OF MY EMPLOYMENT. THE PLAN OPERATES AS FOLLOWS:

AFTER ONE YEAR'S SERVICE, THE BANK WILL PURCHASE AN INITIAL AMOUNT OF $1,000. LIFE INSURANCE FOR ME. THE COVERAGE WILL BE INCREASED BY UNITS OF $1,000 EACH YEAR THEREAFTER UNTIL FIVE YEAR'S SERVICE HAS BEEN COMPLETED AND $5,000 INSURANCE HAS BEEN PROVIDED FOR ME WHOLLY AT THE BANK'S EXPENSE. I UNDERSTAND ALSO THAT THE PLAN ENABLES ME TO PURCHASE SUPPLEMENTAL OR ADDITIONAL INSURANCE UNDER THIS PLAN STARTING WITH $1,000 AFTER ONE YEAR'S SERVICE AND INCREASING EACH YEAR BY $500. AMOUNTS UNTIL I HAVE ACQUIRED $3,000 ADDITIONAL COVERAGE AFTER FIVE YEARS. THE MAXIMUM TOTAL COVERAGE WILL THEN BE $8,000. LIFE INSURANCE. I AUTHORIZE THE BANK TO MAKE MONTHLY DEDUCTIONS FROM MY SALARY TO DEFRAY THE COST OF THE ADDITIONAL INSURANCE ONLY.

PENSION PLAN

UPON ATTAINMENT OF AGE 25 OR 1 YEAR OF SERVICE, WHICHEVER IS LATER, I ALSO AGREE TO ENROLL IN THE BANKS CONTRIBUTORY PENSION PLAN PROVIDING FOR NORMAL RETIREMENT AT AGE 65. WHEN I BECOME ELIGIBLE FOR MEMBERSHIP IN THE PLAN, I HEREBY AUTHORIZE THE BANK TO MAKE DEDUCTIONS OF APPROXIMATELY 5% OF MY BASE SALARY TO DEFRAY MY SHARE OF THE COST. CONTRIBUTIONS TOWARD MY RETIREMENT INCOME WILL ALSO BE MADE BY THE BANK. UPON TERMINATION OF MY EMPLOYMENT BEFORE RETIREMENT, MY OWN CONTRIBUTIONS WILL BE REFUNDED WITH INTEREST. OTHER FEATURES OF THE PLAN ARE SHOWN COMPLETELY IN A SPECIAL PENSION PLAN BOOKLET WHICH I WILL RECEIVE UPON EMPLOYMENT AND WHICH I AGREE TO READ CAREFULLY.

PHYSICAL EXAMINATION

BY AFFIXING MY SIGNATURE TO THIS APPLICATION FOR EMPLOYMENT, I AM EXPRESSING MY WILLINGNESS TO RECEIVE AN EXAMINATION TO DETERMINE MY PHYSICAL CONDITION. IN THIS CONNECTION, I HAVE AGREED TO VISIT GRACE CLINIC, 121 FORT GREENE PLACE, BROOKLYN, N.Y. FOR THE PURPOSE OF RECEIVING A PHYSICAL EXAMINATION. I UNDERSTAND THAT THE COST OF THIS EXAMINATION WILL BE BORNE BY THE BANK, BUT THAT MEDICAL CARE OR OTHER SERVICES ARE NOT AUTHORIZED AT THE EXPENSE OF THE BANK AND IF ACCEPTED BY ME WILL BE ON MY OWN RESPONSIBILITY ENTIRELY.

MISS
MRS
MR

DATE

SIGNATURE IN FULL

(Obverse of this form is on the preceding page)

January - February Group: executive assistants, assistant managers, chief clerks, supervisors.

March-April Group: head tellers, new account tellers, service department staffs.

May-June Group: tellers, Christmas Club tellers.

July-August Group: bookkeepers,

INSERTING & MAILING MACHINE *pays for itself!*

How "fast" is "quick"? You be the judge. Inserting & Mailing Machine usually gives 80% savings, but the rapidity depends upon the size of your mailings. For example, one small mailer using his machine only 5½ hours a month saves 86%. His machine will pay for itself in 3 years. A big mailer, with 92% savings, found his machine paid for itself in 7 months.

AUTOMATION is the answer to lower mailing costs

Inserting & Mailing Machine gathers up to 8 enclosures, stuffs them into envelopes, seals, meters postage or prints indicia, counts and stacks, all in continuous sequence. It means new savings, new profits, new mailing facility never before attainable with outmoded hand methods. See it in action . . . read the amazing experience of a small mailer. Mail the coupon.

INSERTING AND MAILING MACHINE CO.

PHILLIPSBURG, NEW JERSEY

0-10-55

INSERTING AND MAILING MACHINE CO.
Phillipsburg, New Jersey

☐ Arrange a demonstration in my locality.
☐ Send "How Small Can a Mailer Be?"

Name _____
Firm _____
Address _____
City _____ Zone ____ State _____

For More Information Circle No. 155

EAST RIVER SAVINGS BANK
PAYROLL AUTHORIZATION

☐ NEW EMPLOYEE
☐ CHANGE
☐ TRANSFER
☐ TERMINATION
☐ LEAVE OF ABSENCE

PAYROLL NO. _____ DATE _____
DEPARTMENT _____ DIVISION _____
WORK LOCATION _____ TO BE EFFECTIVE _____

NAME			PROPOSED POSITION	
GRADE AND TITLE OF POSITION	PRESENT SALARY	PROPOSED SALARY	AMOUNT INCREASED	AMOUNT DECREASED

NEW EMPLOYEE

DATE OF BIRTH	AGE	SOCIAL SECURITY NO.	HOME ADDRESS

REASON FOR INCREASE IN FORCE

REMARKS

CHANGE IN SALARY OR POSITION

FROM: SALARY OR POSITION	TO: SALARY OR POSITION

REASON FOR CHANGE

REMARKS

TELLER'S SIGNATURE AUTHORIZATION
☐ FILE WITH DEPOSITORY

TRANSFER FROM ONE DEPARTMENT OR DIVISION TO ANOTHER

PRESENT POSITION	TRANSFERRED POSITION

REASON FOR TRANSFER

REMARKS

TERMINATION OF EMPLOYMENT

PRESENT POSITION	TERMINATION ALLOWANCE	AMOUNT
	ACCRUED VACATION ALLOWANCE	AMOUNT
REASON FOR TERMINATION	PRESENT ADDRESS (OR OUT-OF-TOWN ADDRESS, IF LEAVING CITY)	

REMARKS

TELLER'S SIGNATURE AUTHORIZATION
☐ CANCEL WITH DEPOSITORY

APPROVALS

PERSONNEL ASSISTANT	DATE	ADMINISTRATIVE VICE PRESIDENT	DATE
DIRECTOR OF PERSONNEL	DATE	POSTED TO RECORDS	DATE

GENERAL REMARKS:

COPIES TO: ADMINISTRATIVE VICE PRESIDENT, TREASURER, COMPTROLLER, TABULATING DIVISION, PERSONNEL FILES.

556

senior and junior examiners, clerical.

September-October Group: processing, storekeepers, special officers, maintenance.

This unusual plan, rather than the more customary "anniversary date" review of performance, was placed in effect in 1948 and has been found to be very satisfactory to the management and staff as it insures more individualized

Be Our Guest

We're confident that Columbia Carbon Paper Ribbons will produce the best looking executive letters you've ever seen—dignified, impressive, sparkling—on any machine designed for carbon paper ribbons*. . .

. . . *Because* Columbia's exclusive carbon formulation permits easy transfer of a full-strength impression to form a sharp, clean, non-blurring image!

. . . *Because* Columbia's rigid control of the carbon coating process prevents uneven, spotty appearance. Capitals can't overpower lower case characters!

And we'll make it easy for you to judge the superiority of Columbia Carbon Paper Ribbons right in your own office.

Try this new Carbon Paper Typewriter Ribbon at Our Expense

How To Get Your FREE Ribbon

With your present *carbon* paper ribbon, type this line on your business letterhead: "Saw your ad in the October issue of *The Office*." Include make of typewriter and your name. Mail to Columbia Ribbon and Carbon Mfg. Co., Inc., 9510 Herb Hill Road, Glen Cove, N. Y. *Note: *Carbon* ribbons do *not* fit fabric ribbon-using typewriters.

Columbia RIBBONS · CARBONS · DUPLICATING SUPPLIES

For More Information Circle No. 400

consideration of performance. The size of each group is limited to 40 persons during each review session.

The supervisor completes the evaluation report and signs it. Then it is sent to the department head who reviews and signs the report. The person being rated may discuss the report with his supervisor or department head at any time or the supervisor may initiate a confer-

INTERVIEW GUIDE AND RECORD

SUPERVISOR'S COMMENTS	STAFF MEMBER'S COMMENTS
ON WHAT PARTS OF HIS WORK DID I COMPLIMENT HIM?	
WHAT WEAKNESSES IN WORKMANSHIP WERE DISCUSSED?	
WHAT DEFICIENCIES WERE POINTED OUT THAT AFFECTED THE AMOUNT OF WORK ACCOMPLISHED? ATTENDANCE-TARDINESS-LACK OF INDUSTRY-VISITING-ETC.	
WHAT WEAKNESSES IN WORK HABITS WERE DISCUSSED?	
WHAT PERSONAL TRAITS WERE POINTED OUT AS ASSETS?	
WHAT PERSONAL TRAITS WERE POINTED OUT AS LIABILITIES?	
WHAT DID I DISCUSS CONCERNING KNOWLEDGE OF DUTIES?	
WHAT DID I SUGGEST TO INCREASE HIS KNOWLEDGE OF DUTIES?	

ARE THERE CONDITIONS WHICH DETRACT FROM HIS SATISFACTION WITH THE JOB? FRICTION WITH OTHER EMPLOYEES-RELATIONS WITH SUPERVISOR-LACK OF INTEREST IN TYPE OF WORK-ETC.

WHAT PHASES OF HIS WORK DOES HE SEEM TO LIKE MOST?

WHAT TIME AND EFFORT IS HE DEVOTING TO SELF-IMPROVEMENT? WHAT DID I SUGGEST?

DID HE HAVE ANY IDEAS FOR CHANGING BANK PROCEDURES?

WERE THERE ANY POINTS OF THE REVIEW ON WHICH I COULD NOT SATISFY HIM?

DATE OF INTERVIEW STAFF MEMBER'S SIGNATURE

SUPERVISOR'S SIGNATURE OFFICER'S SIGNATURE

RECEIVED BY PERSONNEL DEPARTMENT SUBMITTED TO PERSONNEL COMMITTEE

PERSONNEL COMMITTEE ACTION

FOLLOW UP:

(Reverse of this form is on page 126)

Another reason why Hammermill Bond prints better, types better, looks better

IT TOOK A HAMMERMILL INVENTION AND $500,000

—but now your Hammermill Bond is cleaner than ever

NOW you can sign your letters on Hammermill Bond with added pride. On its half-mile trip through our plant, pulp for Hammermill Bond has always been washed and screened and bleached and then washed again. That's why in the past you've found so few specks to mar its brilliant blue-whiteness.

But now it's even cleaner. A Hammermill invention that took four years to develop, half a million dollars to install, gives our fibers one last "bath" just before they go onto the papermaking machines. Dirt particles are carried away. Only clean fibers go to the machines.

Hammermill made this huge investment just to make your Hammermill Bond "cleaner than clean". It's another of many technological advances that make Hammermill Bond 1) *print* better, 2) *type* better, 3) *look* better. Printers everywhere use Hammermill papers. Many display this shield. Hammermill Paper Company, Erie, Pa.

—yet HAMMERMILL BOND costs no more

and actually less than many other watermarked papers

For More Information Circle No. 399

ence to discuss it with the staff member concerned. When indicated, the director of personnel plans a conference with the staff member, the supervisor, or both, to discuss the report.

In the employment, orientation and development of the prospective banker, this is how we use these records. Let us suppose a person has written to inquire about a position. If there is a vacancy

						HAS IMPROVED	LITTLE OR NO CHANGE	HAS GONE BACK
CONSIDER FIRST, HIS MENTAL ABILITY IN MASTERING NEW ROUTINES, GRASPING EXPLANATIONS, AND HIS ABILITY TO RETAIN THIS KNOWLEDGE. THEN CONSIDER THE SPEED WITH WHICH HE LEARNS AND THE AMOUNT OF INSTRUCTION IT IS NECESSARY FOR YOU TO GIVE HIM IN TEACHING HIM NEW DUTIES	VERY LIMITED IN LEARNING NEW DUTIES	GRASPS NEW IDEAS SLOWLY BUT RETAINS THEM	NORMAL ABILITY AND SPEED IN GRASPING NEW IDEAS	LEARNS FAST RETAINS INSTRUCTIONS	LEARNS RAPIDLY VERY QUICK TO GRASP NEW IDEAS			
	EXPLANATION:							
CONSIDER HIS ABILITY TO THINK ALONG ORIGINAL LINES, TO FIND NEW WAYS OF DOING JOBS, AND HOW OFTEN HE MAKES SUGGESTIONS FOR IMPROVEMENTS.	NONE	RARELY SHOWS ANY	SHOWS INITIATIVE OCCASIONALLY	ABOVE AVERAGE	OUTSTANDING INITIATIVE			
	EXPLANATION:							
CONSIDER HIS ATTITUDE TOWARDS HIS WORK, THE BANK, AND ASSOCIATES AND HIS WILLINGNESS TO WORK WITH AND FOR OTHERS.	DOES NOT CO-OPERATE	SHOWS RELUCTANCE TO CO-OPERATE	ACCEPTABLE	GETS ALONG WELL WITH ASSOCIATES	GOES OUT OF THE WAY TO CO-OPERATE			
	EXPLANATION:							
CONSIDER HIS ATTENDANCE AND PUNCTUALITY.	VERY POOR RECORD	POOR RECORD	FAIR RECORD	GOOD RECORD	PRACTICALLY PERFECT RECORD			
	EXPLANATION:							

STRONG POINTS, JOBS ON WHICH HE HAS PROVED SATISFACTORY, ETC.	WEAK POINTS, JOBS ON WHICH HE HAS NOT PROVED SATISFACTORY, ETC.

HOW I CAN HELP HIM TO BE MORE EFFECTIVE

HE SHOULD BE GIVEN ADDITIONAL INSTRUCTION IN

HE SHOULD BE GIVEN EXPERIENCE ON SUCH JOBS AS

HE SHOULD STUDY SUCH SUBJECTS AS

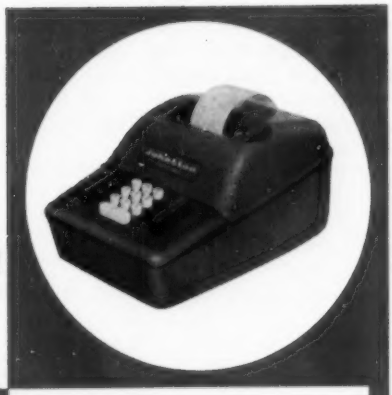
HE SHOULD CHANGE HIS ATTITUDE AS FOLLOWS

THERE IS NOTHING MORE I CAN DO FOR HIM BECAUSE

CAPACITY AND AMBITION FOR FUTURE GROWTH							HAS IMPROVED	LITTLE OR NO CHANGE	HAS GONE BACK
REVIEW ALL THE FACTORS THAT YOU HAVE PREVIOUSLY CONSIDERED AND JUDGE HIS CAPACITY AND AMBITION FOR FUTURE ADVANCEMENT BOTH IN THE UNIT AND IN THE BANK	GOING BACKWARD	HAS REACHED LIMIT OF DEVELOPMENT	SHOULD BE TRIED ON DIFFERENT WORK	MAKING SATISFACTORY PROGRESS	SHOULD BE CONSIDERED FOR PROMOTION IN THE UNIT	SHOULD BE CONSIDERED FOR PROMOTION IN THE BANK			
	EXPLANATION AND RECOMMENDATION:								

(Obverse of this form is on page 124)

OUT
PERFORMS
ALL OTHERS!



4.56
7.89
12.45 T

4.56
1.23 -
3.33 T

4.56
1.23
5.79 S
1.23 -
4.56 T

1.23
4.56 -
3.33 TC

99,999,999.99
.01
100,000,000.00 T

sold
and
serviced
exclusively
by
office
machine
dealers

Johnston

ADDING MACHINE COMPANY

13343 SHERMAN WAY

NORTH HOLLYWOOD, CALIFORNIA

For More Information Circle No. 132

on the staff, we write immediately and ask the applicant to call for an interview. He fills out the application and other required forms and is given a short verbal history of the bank. The opportunities and advantages for any person in our bank are outlined. He is told of the salary offered, the hours of work, our vacation and health program, and other benefits are described. A copy of the staff handbook is presented if the applicant meets the requirements for the position.

We communicate with the personal

Review of employee's performance.

1. MAKE A SINCERE AND UNBIASED JUDGMENT OF THE QUALITIES BEING RATED.
2. CONSIDER ONLY ONE QUALITY AT A TIME. DO NOT LET OTHER QUALITIES INFLUENCE YOUR JUDGMENT.
3. BASE YOUR JUDGMENT ON THE ENTIRE PERIOD COVERED AND NOT ON ISOLATED INCIDENTS ALONE.
4. PLACE A CHECK (✓) IN THE SPACE ABOVE THE HORIZONTAL LINE WHICH MOST NEARLY EXPRESSES YOUR JUDGMENT OF EACH QUALITY.
5. USE THE SPACE PROVIDED UNDER EACH RATING FOR EXPLANATIONS.
6. MAKE YOUR RATING AN ACCURATE DESCRIPTION OF THE ONE RATED.
7. DO NOT BE CONCERNED IF THERE IS CONSIDERABLE VARIATION IN THE RATINGS OF THE DIFFERENT QUALITIES. IT IS NORMAL FOR PEOPLE TO HAVE BOTH STRONG POINTS AND WEAK POINTS.

CONSIDER HIS EFFORTS SINCE THE LAST RATING ON.....

AND SHOW BY A CHECK (✓) ANY CHANGE IN EACH QUALITY LISTED

						HAS IMPROVED	LITTLE OR NO CHANGE	HAS GONE BACK
CONSIDER NEATNESS AND ACCURACY OF WORK REGARDLESS OF VOLUME.	WORK ALMOST WORTHLESS	FREQUENT ERRORS	NORMAL ACCURACY	VERY FEW ERRORS	EXCEPTIONALLY ACCURATE, PRACTICALLY NO MISTAKES			
CONSIDER THE VOLUME OF WORK PRODUCED UNDER NORMAL CONDITIONS. DISREGARD ERRORS.	VERY SLOW WORKER	VOLUME BELOW AVERAGE	AVERAGE	TURNS OUT GOOD VOLUME	RAPID WORKER UNUSUALLY BIG PRODUCER			
CONSIDER THE MANNER IN WHICH HE APPLIES HIMSELF TO HIS WORK, IF HE DOES JOBS ON TIME, AND THE AMOUNT OF SUPERVISION HE REQUIRES.	CANNOT BE RELIED ON NEEDS CONSTANT SUPERVISION	CONSCIENTIOUS BUT NEEDS CONSIDERABLE SUPERVISION	FAIRLY RELIABLE AVERAGE SUPERVISION REQUIRED	APPLIES HIMSELF WELL OCCASIONAL SUPERVISION REQUIRED	JUSTIFIES UTMOST CONFIDENCE MINIMUM SUPERVISION REQUIRED			
CONSIDER ACQUAINTANCESHIP WITH REQUIREMENTS OF JOB GAINED THROUGH EXPERIENCE, GENERAL EDUCATION, SPECIALIZED TRAINING.	INADEQUATE KNOWLEDGE	LIMITED KNOWLEDGE	FAIR KNOWLEDGE	GOOD WORKING KNOWLEDGE	EXCEPTIONALLY THOROUGH GRASP OF ALL ESSENTIALS			
CONSIDER THE WISDOM OF HIS DECISIONS IN THE ABSENCE OF DETAILED INSTRUCTIONS, AND HOW SENSIBLY HE ACTS	INCLINED TO BE ILLOGICAL	GENERALLY MISTAKEN	FAIR	JUDGMENT USUALLY LOGICAL	THINKS QUICKLY AND LOGICALLY OUTSTANDING			
CONSIDER HIS ABILITY TO ORGANIZE A GROUP TO GET MAXIMUM EFFICIENCY WITHOUT FRICTION. DO NOT RATE UNLESS HE EXERCISES SUPERVISION OR HAS DONE SO TEMPORARILY	LACKS QUALITIES NECESSARY TO BE A SUCCESSFUL LEADER	INSUFFICIENT QUALITIES TO BE A SUCCESSFUL LEADER	HAS LEADERSHIP QUALITIES BUT NOT OUTSTANDING	EFFECTIVE ORGANIZER	VERY FORCEFUL AND EFFICIENT LEADER			
CONSIDER THE EFFECT OF HIS APPEARANCE, WAY OF ACTING AND HIS DISPOSITION UPON PEOPLE. BE CAREFUL NOT TO OVER-EMPHASIZE FIRST IMPRESSIONS.	CREATES DISSATISFACTION	UNFAVORABLE IMPRESSION	NOTHING OUTSTANDING	FAVORABLE IMPRESSION	EXCEPTIONALLY PLEASING PERSONALITY DECIDED ASSET			

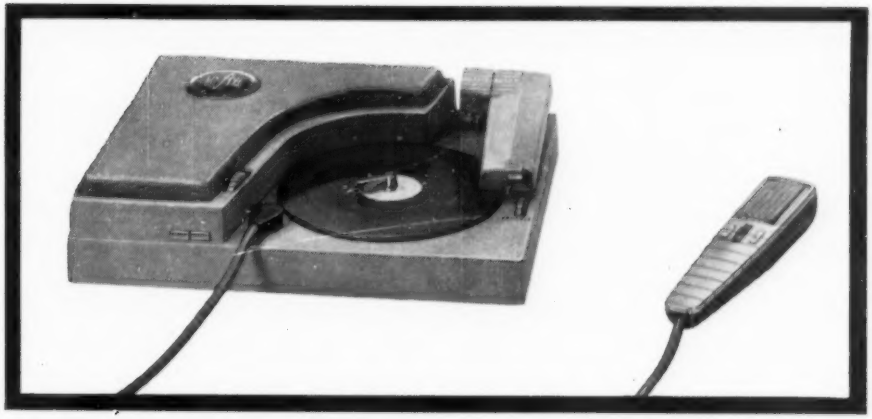
EXPLANATION:

Exclusive Distributor Franchises Available!

infra

disc dictating·recording and transcribing equipment...

DESIGNED AND PRICED FOR *EVERY* BUSINESS!



Here is an opportunity to become part of a business that is assured of ever-increasing sales and profits in the years ahead. For Infra electronic disc-dictation machines are designed to reach a wide, waiting market . . . . priced for all businesses, large *and small*.

You are offered an exclusive territorial franchise, and an extraordinary discount structure; factory supplied field sales and service assistance and training; national advertising and sales promotion.

If you have the necessary experience and available capital, you are invited to complete and return the coupon below.

SEE NEW infra DISC-DICTATION EQUIPMENT AT THESE SHOWS!

National Stationery and Office Equipment Convention, Oct. 1-5

National Institute of Governmental Purchasing Show, Oct. 16-19

National Business Show, Oct. 24-28

INFRA ELECTRONIC CORPORATION
RECORDING DIVISION
Roseland, New Jersey

INFRA ELECTRONIC CORPORATION
Recording Division
Roseland, New Jersey

Name.....

Address.....

City.....State.....

Phone No.....

I am interested in this territory:

State.....City.....County.....

For More Information Circle No. 176

"*Heads* we keep 'em...

tails we trade 'em in!"

You can flip a coin if you want to, but . . .

The sure-fire, economical way to find out when to turn in *your* old typewriters on new Royal Standards is to call your Royal Representative.

He will come armed with facts and figures that will enable you to decide exactly which machines should be replaced now, and which should be kept around a little while longer.

Those that should go now can be replaced by beautiful new Royal Standards . . . available in six striking colors.

Besides giving your office that modern, up-to-date look, these superb typewriters will enable your typists to turn out more work, faster and easier. (Royals, you know, are preferred 2¼ to 1 by people in business who type.) Your costs will go down because Royals take less time out for repairs . . . stay on the job longer.

And . . . the cost of a new Royal Standard is less than 1 per cent of the annual cost of a typing station. So why not consult your Royal Representative today and ask him to explain the details of trade-ins? He's in your phone book.

ROYAL® *standard*

electric • portable • roytype® business supplies

Royal Typewriter Company, *Division of Royal McBee Corporation.*

For More Information Circle No. 140

"I'm Guaranteed . . ."

LIKE ALL "KELLY GIRLS", I'M BONDED AND ABILITY-TESTED TO FILL TEMPORARILY *ANY* BUSINESS POSITION IN YOUR OFFICE. HERE'S HOW WE SAVE YOU MONEY . . .

Business peaks, sick leaves, vacations, piling work on your staff? Call in the "Kelly Girls". For a day, a week, a month, a year—you'll be time and money ahead if you do. Versatile, efficient "Kelly Girls" work right in *your* office, on *our* payroll—at a price you want to pay.

And you pay only for hours worked—no bonuses, premiums or overtime. You're purchasing capability and experience—and you get it with a bonded, insured, ability-tested "Kelly Girl".

"Kelly Girls" are "helping out" employers in America's largest corporations or in one-girl offices. They are working as typists . . . stenographers . . . filing clerks . . . billing clerks . . . switchboard operators . . . comptometer operators . . . receptionists . . . and general office help.

So let "Kelly Girls" eliminate the problems of temporary work loads. Phone the Russell Kelly Office Service in your city. If the number is not listed in the directory, check telephone information—new cities are being added daily.

NEED TEMPORARY HELP?

CALL US TODAY

GET A GIRL TOMORROW

RUSSELL KELLY OFFICE SERVICE

HEADQUARTERS: Free Press Building, Detroit, Mich.

Temporary Business Women To Assist Businessmen

For More Information Circle No. 131

EAST RIVER SAVINGS BANK
TERMINATION RECORD

NAME	DATE	SOCIAL SECURITY NO.
PRESENT ADDRESS (OR OUT-OF-TOWN ADDRESS, IF LEAVING CITY)	DATE OF LAST DAY WORKED	

DETAILED STATEMENT OF REASON FOR TERMINATION (USE REVERSE SIDE IF NECESSARY)

IN CONNECTION WITH THE TERMINATION OF MY EMPLOYMENT WITH THE EAST RIVER SAVINGS BANK, I FULLY UNDERSTAND I HAVE THIRTY-ONE DAYS TO CONVERT MY GROUP LIFE COVERAGE CARRIED WITH THE CONNECTICUT GENERAL LIFE INSURANCE CO. UNLESS I APPLY TO THE INSURANCE COMPANY WITHIN THIS STATED TIME IT IS UNDERSTOOD THE CONVERSION PRIVILEGE WILL HAVE EXPIRED.

UPON TERMINATION, I WAIVE ALL RIGHTS AND CLAIMS TO PENSION BENEFITS PROVIDED BY THE BANK.

I ALSO UNDERSTAND THAT THE HOSPITALIZATION AND SURGICAL BENEFIT INSURANCE CARRIED FOR ME WITH THE ASSOCIATED HOSPITAL SERVICE OF NEW YORK WILL BE CANCELLED AS OF THE 21TH OF THE MONTH, FOLLOWING MY TERMINATION.

UNLESS I APPLY DIRECTLY TO THE INSURANCE CARRIER FOR THE CONTINUANCE OF THIS COVERAGE, AT MY OWN EXPENSE, ALL INSURANCE PROTECTION WILL BE CANCELLED.

STAFF MEMBER'S SIGNATURE	PERSONNEL ASSISTANT

IF YOU DO NOT AGREE WITH THE ABOVE STATEMENT, WRITE YOUR OWN VERSION OF THE REASON FOR TERMINATION

DO NOT WRITE BELOW THIS LINE

FINAL SALARY	TERMINATION ALLOWANCE ACCRUED VACATION ALLOWANCE	AMOUNT OF FINAL CHECK
KEYS SURRENDED	BANK PROPERTY RETURNED	DATE FILED IN HISTORY JACKET

EXIT INTERVIEW DATE AND COMMENTS OF STAFF MEMBER

SIGNATURE

557

and business references shown on the application. The applicant then receives a health examination which includes a physical examination, chest x-ray, urinalysis and laboratory work. The bank pays for this examination. The new staff members are taken to the department to be introduced to their immediate supervisor or are given a letter of introduction to the manager of the branch in

which they will work. Meanwhile, a report of the medical examination is received. If the report is favorable, the individual supervisors proceed with the orientation of probationary staff members to the department. When three months elapse, the director of personnel has an individual conference with each probationary staff member and explains their evaluations to them. If one has shown possibilities, he receives a "pat on the back." If not, he is given suggestions which may help him in overcoming difficulties. New staff members, as are all others, are encouraged to take courses in the American Institute of Banking and to attend other specialized schools. All studies, including advanced courses, are recorded.

These records and procedures are of value to both the bank and the staff. They give a complete history of the person and are an indication of status. To us, they are essential to the person making a change in position. They may gain importance because they provide a factual basis for recommendations we have made.

Both the personal history record and the evaluation reports can be very helpful in preparing letters of recommendation for the individual. These records collectively help us know more about the staff. They make for a better staff relations program. As a result of our more complete knowledge, we can build a more stable staff because these records and reports aid in reducing turnover, in providing suitable training and in making logical promotions.

The staff members can use the copies of the handbook to discuss and solve many problems. When questions are asked, it is frequently much simpler to say: "You will find the answer on page thus-and-so in your copy of *The East River and YOU*, our personnel policies and practices handbook." The handbook, as a written record of policies available for ready consultation, has grown increasingly popular as complex rules and regulations are created. Requests concerning our booklet have been received from practically every state in the union as well as from several foreign countries such as England, New Zealand, Australia, Canada, China, Sweden and South America.

We believe that these records and procedures will help to improve service to depositors as well as the relationship between the staff member and the supervisor. Certainly, it will make the staff more aware that we are trying to help them develop their fullest potentialities as good bankers. It should do much to stabilize our banking services. Stability of the staff and the improved morale of the individual are basic factors in promoting better banking for the public.

"This company always does things on a large scale."

For More Information Circle No. 407→

exclusive

"ARCH DESIGN"

adds **Beauty**
plus **Stamina**
to

PLASTICO BINDINGS

for sales literature that's "BOUND TO SELL"...

With colorful PLASTICO BINDERS, your catalogs and sales presentations carry extra sales-power through prestige appearance plus practical *showmanship*.

PLASTICO-bound books *open flat* and *lie flat*, no matter how big or thick . . . display their contents with *full-spread* effectiveness. Ideal for reference or demonstration—in every size from pocket lists to king-size swatch samplers.

WRITE TODAY for full information, plus name and address of Plastico Licensee nearest you . . . to improve your

• FINANCIAL STATEMENTS • ANNUAL REPORTS • SALESMEN'S MANUALS • PRESENTATIONS • CATALOGS • PRICE LISTS • APPLICATION CHARTS • BROCHURES • SWATCH BOOKS

PLASTIC BINDING CORPORATION

Originators of Plastic Binding in America

732 SHERMAN ST. • CHICAGO 5, ILL.
15 W. 24th ST. • NEW YORK 10, N. Y.

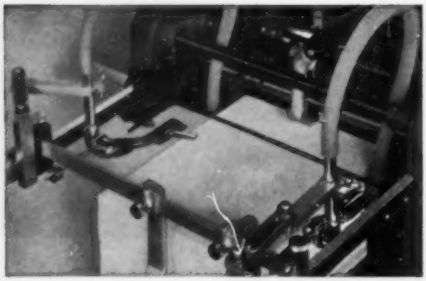
Ask for PLASTICO BINDERS By Name

Multilith, Davidson and Webendorfer operators!

STOP Mis-feeds

with Wale FLOATING NOZZLES!

Having feeding trouble with your OFFSET duplicator?
Cut waste and operating costs — feed tissue, card, book paper without mis-feeds!



Shown installed on Davidson Duplicator

WRITE for complete information and "Pressman's Paper Feeding Guide" packed full of tips on paper feeding.

Wale Floating Nozzles*
300 Broadway, San Francisco 11, California

Please send information on Wale Floating Nozzles for ..... offset duplicator and FREE COPY of "Pressman's Paper Feeding Guide".

Name .....

Company .....

Address .....

City and State .....

*Manufactured by Roller Press, San Francisco

For More Information Circle No. 216

Using the Investigative Agency

FREDERICK W. MYERS
Partner, Hartman & Myers, Investigators, Los Angeles.

SOMEONE has said that there is a little larceny in all of us. When that little is multiplied by dozens or hundreds of employees, it amounts to a tidy sum which management must pay.

When articles are discovered missing, employees should be urged to notify a supervisor at once because the sooner a loss is reported, the sooner action can be taken. While it is true that many employees are guilty of petty thievery, it is also true that many executives show them the way. Scoff at that statement if you like, but the executive who borrows company property to take home with him for his personal use, plants the idea in the mind of the interested employee-spectator that it is all right for him to do the same thing. And many times he forgets to bring it back. Does he think of himself as a thief? Don't be silly! The company has so much of the stuff that it will never miss what he retains. Besides, they owe it to him. His work is better, he is a key man, etc.

It is usually a person who has been with a firm for some time who resorts to petty thievery, so do not look among your newer employees for evidence of theft unless a professional crook has succeeded in getting into your establishment. The employee who is detected taking just one small article should not be allowed to get away with it. He may be a repeater and the total of his take may amount to several hundred dollars over a period of time.

Then there is the type of individual who is too smart to be caught. He likes to match his brains with those of the bosses. But he slips eventually and, when he does, you want to throw the book at him.

A good investigative agency, using

How to Avoid Expensive Mistakes when buying a Copying Machine

Will that machine you buy be able to do *all* your office copying? Or will you lose time and money every time you run up against a job your machine just can't handle?

One type of machine is useless when it comes to copying from colored papers, from spirit duplications, or from originals which are opaque or have writing on both sides. Another type of machine will let you down if you want copies of printing or writing done in ink that does not have a carbon base. When your original has fine details or material set down in colored ink, another machine fails completely.

Only a photocopy machine is equipped to handle the complete range of office copy assignments. And only Copease, of all photocopy machines, can handle 95% of your office copying without any fussing with dial adjustments. Copease gives you clean, dry, non-curling copies *in seconds,* jet black on permanent white. Copease copies of pencil, any ink, crayon, typing, stencil and spirit duplications, offset and printing rival the original for clarity and neatness. And Copease copies under any light, even low-hanging fluorescents or bright sunlight.

Avoid expensive mistakes when buying a copying machine! Compare! Prove to yourself that Copease copies everything with a FREE three-day trial in your own office. Send coupon now!

"Copease Copies Everything"

Offices: New York, 270 Park Avenue, PLaza 3-6692 • Los Angeles, 3563 Wilshire Boulevard, DUnkirk 5-2881 • Chicago, 201 N. Wells St., ANdover 3-6949 • **Distributors in Principal Cities**

Copease*
Duplex
PHOTOCOPIER
*Trademark

COPEASE CORPORATION, 270 Park Ave., New York 17, BOX O-10

Gentlemen: I'd like to have a free 3-day trial of Copease in my office. ☐

Please send free literature. (check one) ☐

Name_____ Title_____

Firm Name_____ Address_____

City_____ State_____

For More Information Circle No. 154

Fast Movers or Shelf Warmers?

Count BOTH

(and 1,001 Other Items)

WITH

VARY-TALLY

Multiple-Unit Reset Counter

How Can the Vary-Tally count for you? Write for news sheet and prices.

Vary-Tallies help you separate the sheep from the goats, the big ones from the little ones, the red ones from the green ones—in manufacturing, sales, accounting, researching and what not!

Vary-Tallies will do *any* counting job you want in any combination up to 6 banks high, 12 units wide (also a new single-unit model). Yes, you can count on 'em or with 'em *to your profit*—note these features of construction:

- **Easily Readable from Any Angle . . . Bold figures Always Centered in Window . . . No Glare . . . Figures not Covered by Fingers in Operation**
- **Easily Portable, yet Ruggedly Built for Long Wear**
- **All Parts Corrosion-Resistant; Working parts of Hardened Steel**
- **Separate Counting Units Can be Rotated like Tires on a Car, to Distribute Wear Evenly**
- **Not Affected by Extreme Heat or Cold**
- **Individual Tag Above Each Counter-Window — Not Strip Tabs**
- **Veeder-Root Quality in Every Part**

"The Name that Counts"

VEEDER-ROOT INC.

HARTFORD 2, CONNECTICUT

Chicago 6, Ill. • New York 19, N. Y. • Greenville, S. C. • Montreal 2, Canada • Dundee, Scotland • Offices and Agents in Principal Cities

For More Information Circle No. 130

legal methods to obtain information, can solve this problem. The investigative agency should take the employees into its confidence and fully explain its method of operation. This, in itself, will act as a potent deterrent.

Whether or not it is contemplated promoting an employee to a responsible position, we should know as much about him as it is possible to know to safeguard the company. One bad apple in a barrel can contaminate all apples with which it comes in contact. A professional crook can contaminate those employees with whom he comes in contact. There are ways of screening out these professionals and one of the best is to have an investigative agency make a complete background check. This should include, among other things, the answers to the following questions:

Are they stable?
Do they own their cars?
Do they own property?
Have they given the right references?
Do they have any criminal records?
Are they members of any subversive organization?
Are they accident prone?
Where do they bank?
Have they ever been bankrupt?
Have they ever been parties to a civil suit?

Do they conduct a business of their own in their sparetime?
Do they owe federal taxes?
Are there any judgments against them?
Are they in any way limited as to their actions (probation, suspended driver's license, etc.)?
Are they telling the truth?

Today the polygraph (lie detector) is rapidly being accepted more and more as a necessary commonplace. There is no mystery about the polygraph, as used by first class investigative agencies. It merely registers the pulse rate and blood pressure, respiration, and electrodermal response (perspiration exuding from the fingertips). It is absolutely painless—physically, that is.

NOW
Your choice of shapes in popular RED typists' erasers

SINGLEX

New 1207 in modern pencil style for single letter erasures. Sharpens like a pencil, too!

Both contain the same soft red eraser compound

"6587"

Van Dyke Disc shape—America's typist eraser

SO GENTLE—as smooth working on carbons as originals

Trademarks Reg. U.S. Pat. Off.

Since 1849

EBERHARD FABER puts its quality in writing

NEW YORK • TORONTO

For More Information Circle No. 240

A polygraph test will provide for much happier employer-employee relationships by eliminating undesirable employees. The test will assure the sincere cooperation of honest employees and relieve them of any feeling of responsibility for shortages. It will also turn employees who were previously guilty of petty thefts into honest employees, if it is handled correctly. It will obtain confidential information about employees which we might not now possess, enabling us to select the most able and reliable ones for responsible positions.

The innocent person will welcome a polygraph test, provided he is told in advance that no questions will be asked regarding his personal life. It will be assurance for him that he is not under suspicion. The employee is fully advised of the purpose and method of conducting a polygraph test. If he is innocent, he has nothing to fear. If he is guilty, he may still have a chance to mend his ways.

The test will undoubtedly reveal a certain number of guilty persons. This calls for a decision between two courses of action:

1. Do we want to keep employees intact and at the same time prevent further losses?

2. Do we want to apprehend the guilty ones?

If we select the first course of action, employees should be advised that the results of the first tests will be kept confidential between themselves and the investigative agency. However, if after three months a new test reveals that anyone is still guilty, he should be informed that both of the adverse reports will be turned over to the employer. If the second report, however, shows that the employee has reformed, only the second report will be submitted to the employer.

Many large industries who are presently using the polygraph report that there is no adverse effect on the morale of employees.

Let it be known that everyone is going to be subjected to a polygraph test. Ar-

Modern Business demands

THIN PAPERS

to reduce typing, mailing and filing expenses.

we suggest

ESLEECK

Fidelity Onion Skin

Clearcopy Onion Skin

Superior Manifold

for Thin Letterheads - Copies - Records

ESLEECK MANUFACTURING COMPANY

TURNERS FALLS, MASSACHUSETTS

For More Information Circle No. 208

35 million Ozalid copies of invoices—in 1955!

...which represent more than a million hours of payroll time saved in a single year... plus expedited order filling and billing

Is it any wonder that every year more and more firms resort to Ozalid — to speed and simplify order filling, reduce errors, save time and work in invoicing or billing . . . and substitute for scarce clerical workers.

The Ozalid system starts with a translucent order form, written or typed. On the order form are entered prices, terms, discounts, stock serial numbers, specifications, delivery instructions, and any other required data.

Then Ozalid copies of the order are used for order filling, customer confirmation, shop or shipping instructions, packing slip and delivery order; and sent to credit, accounting, inventory control, classification records. And Ozalid copies also serve as invoices. *One order, written once, suffices for every step of the operation!*

Ozalid copies are made easily, quickly, cheaply. Just lay the translucent original over sensitized paper, and feed into an Ozalid machine. Ozalid will copy anything written, typed, printed, drawn. An Ozalid copy is made in less than a minute, and a letter size sheet costs less than 1½¢.

Ozalid reproduction is instant, clean, dry — no photography, developing tanks, dryers, machine cleaning or messy maintenance. And anybody can use an Ozalid machine.

You can also Ozalid copy letters, reports, bulletins, statements, ledger sheets, records. For cumulative records or statements, add new entries on the original; and Ozalid copies serve as current reports.

Ask the nearest Ozalid distributor *(see phone book)* to show you how Ozalid can reduce work and costs for your company. Or write 173 Ozaway, Johnson City, N. Y. In Canada, Hughes Owens Co., Ltd., Montreal.

OZALID — A Division of General Aniline & Film Corporation • *From Research to Reality!*

OZALID

OZAMATIC *(left)* is a table model, handles sheets as wide as 16", and can make up to 1000 prints an hour.

BAMBINO *(right)* is the smallest, fastest, low-priced office copying machine; will make 200 copies an hour, on sheets as wide as 9", for less than 1½¢ a copy.

For More Information Circle No. 309

For More Information Circle No. 266

range a meeting between employees and an investigative agency that is fully prepared to give complete polygraph tests. Take the employees into your confidence. Explain how the polygraph works, so there is no mystery about it. Then start with the employees in the department which shows the greatest shortage. By first taking those who volunteer, the rest will volunteer also. If anyone refuses to take the test, he may be the very type of person whom you do not want in your employ. Certainly, suspicion will center upon him.

A few years ago a wholesale drug supply house finally discovered that over a five-year period, more than $200,000 worth of supplies had been stolen from them by shipping clerks, warehousemen and others. A polygraph test resulted in three of the culprits being turned over to the police. At the same time eight other employees resigned.

Do you have a security system which you feel is tops? Then ask yourself these questions:

Can the man in charge of my internal security really manage?

Is he a good organizer?

Does he have innate feeling for right and wrong, and people who will be loyal to the firm?

Just because a man is an ex-policeman or an ex-fireman does not necessarily mean that he should be in charge of your plant security system. Regular employees should never be encouraged to become detectives on company time. That is a job for the professional investigator. The investigative agency that is reliable and experienced, can give talks to groups of employees and show them the latest in crime detection methods. Employees will thus learn in a subtle way that crime does not pay.

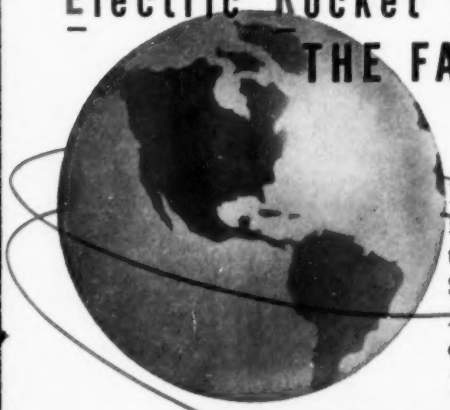
The writer can remember that when it was first proposed to bond employees, there was considerable opposition to it. But this opposition was overcome, and in the same way any opposition to a polygraph test also will be overcome in time.

For More Information Circle No. 410→

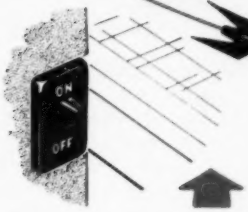
A NEW *Era* IN DUPLICATING ....

Electric Rocket Automatic

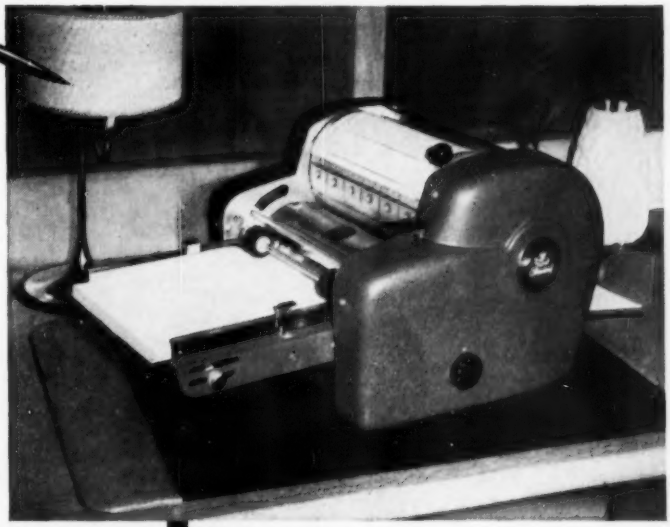
THE FABULOUS *Standard* ROCKET



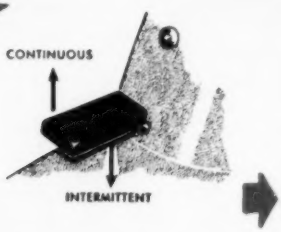
Here is the latest, the most advanced design in fluid duplicators, completely automatic . . . A troubleproof, long life machine, guaranteed by Standard, the Pioneer of Fluid Duplicating in America. It opens up a whole new world of efficiency and economy in handling the mounting paper work in today's business.



Just flip the switch and quiet dependable power makes short work of your duplicating. Speed, 120 copies a minute.



This feather-balanced, efficient lever control gives instant automatic response at a touch. Down for a single copy. Up for a full run.



Use the handy coupon for a demonstration. You will be under no obligation.

STANDARD DUPLICATING MACHINES CORP.
EVERETT 49, MASS.

STANDARD DUPLICATING MACHINES CORP.
EVERETT 49, MASS.

Gentlemen:

The description of your new Standard Electric Rocket sounds very interesting. Please contact us for a demonstration in our own office. We understand there is no obligation.

Company .....

Address .....

.....

Individual .....

AUTOMATION FOR OFFICE COPYING

get fast, accurate copies of any graphic material.

Stenafax

the ELECTRONIC copying machine

for mimeograph stencils, offset plates, single positive dry copies

Just push a button—and the operator can go on to other work. Stenafax shuts itself off. It copies office forms, news clippings, typing or any graphic material. It is a complete copying unit, requires no chemicals or developing, no special powders, light box or heat treatment.

It makes stencil or offset plates in 6 minutes or less . . . or a single dry positive copy in 3 minutes or less — on a working area of 8½" x 14". Easy to maintain, movable — can be plugged into ordinary outlet.

Write for full information to

TIMES FACSIMILE
CORPORATION

STENAFAX DIVISION, Hotel Biltmore Arcade, 43rd St. and Madison Ave., New York 17, N. Y.

For More Information Circle No. 253

Don't Let "Efficiency" Scare You

(Continued from page 28)

is taking place and corrective measures can be applied at once.

Controls should be systematic, based on fair standards of quality and quantity of work. They should point out accurate and proper facts which show actual accomplishments.

Controls are valuable only if properly used and it is possible to be overcontrolled. Sometimes a supervisor has so many gadgets that he loses the significance of quality control. His desk and files are so full of unused and unnecessary control reports that he becomes lost in paperwork, and has no time to supervise.

Establishment of fair standards as a basis for comparison and work measurement are essential to any control program. Those standards, once established, must be adhered to until a new set is prepared. Standards must be fair and impartial, based on quality work, prepared by qualified experts, explained to the employee, accepted by him, and applied to related work and to related departments.

Standards are a form of control to be used as a guide for measurement of production and quality of performance. Control should not be a means of spying, but a system of interpreting whether or not we are doing an effective job and whether or not we are giving our organization a fair return for its investment. Working without standards is like playing a game with no system of scoring.

To have efficiency you must have good management. Good management is nothing other than your development of the right people, using the tools that have been put at your command and then applying common sense to your everyday problems of staffing, organizing, planning, directing, coordinating and controlling. When you use common sense —efficiency automatically results.

For More Information Circle No. 412→

NEW! Victor Calculator

Exclusive: Fully automatic multiplication . . . automatic constant lever . . . total transfer feature

The new Victor Mult-O-Matic is the only machine with completely automatic multiplication from one simple set of keys. You multiply figures as you would write them—only the multiplicand, multiplier and answer are printed on tape. No other confusing figures or symbols are printed.

Simplified automatic constant lever lets you multiply same figure repeatedly without re-entering each time.

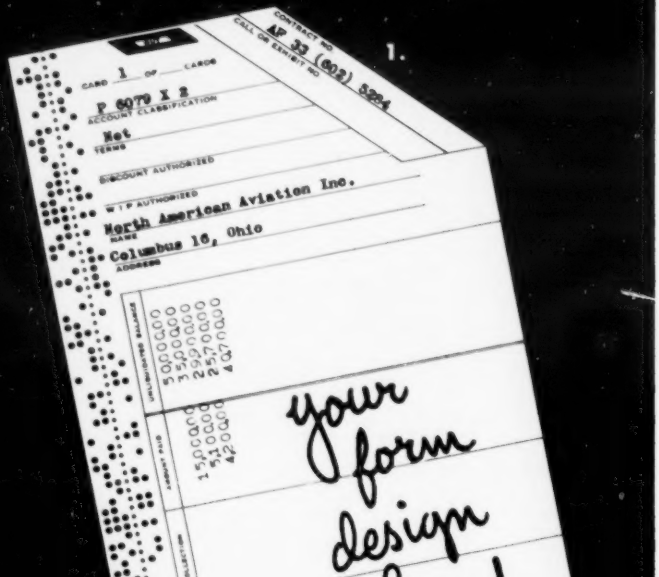
New total transfer button lets you retain a total in the machine so that it can be multiplied by another figure.

Don't wait. Call for a free tryout! Look under "V" for Victor in the adding machine section in your classified phone book . . . or write.

VICTOR ADDING MACHINE CO., CHICAGO 18, ILLINOIS
Victor-McCaskey Limited, Galt, Ontario

Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment and Electri-Cars.

NOW...*VISI*record PRINTED Edge-Punched Cards



for *automatic* document preparation and by-product common language tape in Integrated Data Processing systems

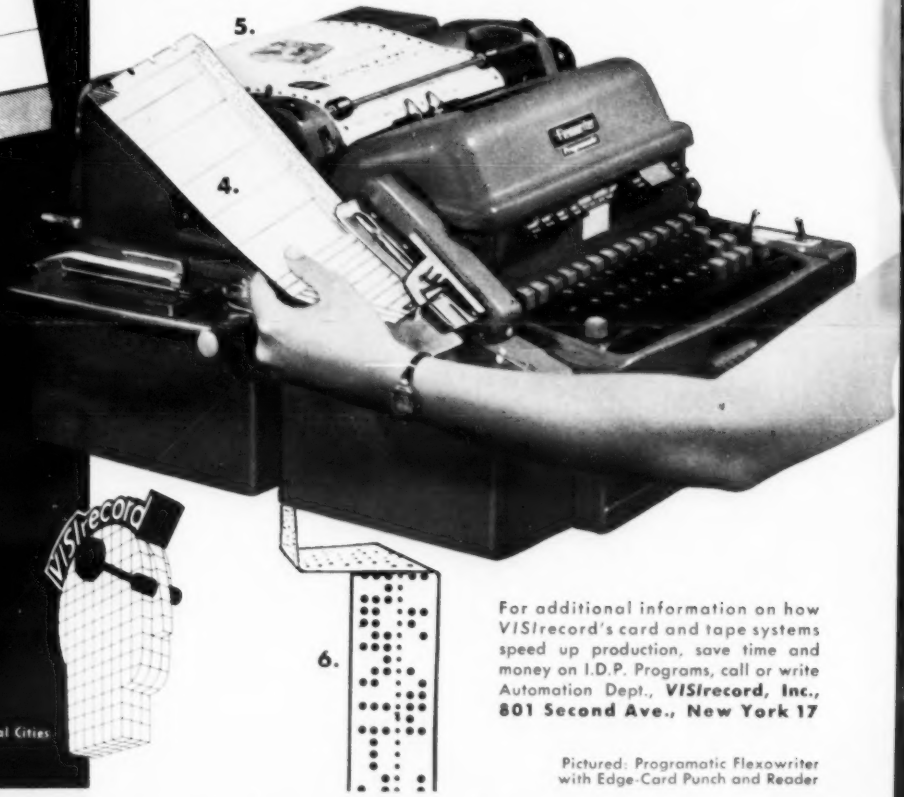
*VISI*record is especially valuable in Automation because it provides record-finding speeds unattainable by other known record-keeping systems. Housed in *VISI*record's unique visible vertical units of unlimited capacities, any unit record can be selected in less than *four* seconds, with minimum movement and effort. This fast random selection eliminates idle-machine hours and loss of production on automatic, high-speed equipment.

Now furnished with pre-punched control feed holes, the *VISI*record card is used to prepare sales orders, purchase orders, invoices and other documents *automatically*. Simultaneously, and from the same *VISI*-record card, a by-product punched tape is produced for actuation of other business machines, for integrated data processing.

*VISI*record also permits interfiling *printed* edge-

Card shown 1/2 actual size

*VISI*record also permits interfiling *printed* edge-punched cards with *VISI*record's Pocket Card for Punched Tape, for messages too lengthy for cards. *VISI*record's Tape Panels (plastic compartmented panels) provide means of filing 5, 6, 7 or 8 channel tapes of extreme lengths.



1. Indexing in visible margin for fast random location.
2. Card may be used for direct machine or manual postings.
3. Codes punched here. *VISI*record cards have capacities of more than 300 codes.
4. *VISI*record card is read here. Wide range of sizes, single or double edge-punched.
5. Document prepared here, automatically, from codes punched in *VISI*record card.
6. By-product punched tape produced here simultaneously from same *VISI*record card, plus variable data manually typed. Other business machines are actuated by this common language tape.

Distributors in All Principal Cities

For additional information on how *VISI*record's card and tape systems speed up production, save time and money on I.D.P. Programs, call or write Automation Dept., **VISIrecord, Inc., 801 Second Ave., New York 17**

Pictured: Programatic Flexowriter with Edge-Card Punch and Reader

See *VISI*record's AUTOMATION EXHIBIT at 8th International Systems Meeting of The Systems and Procedures Association October 10, 11, and 12, Hotel Sheraton-Cadillac, Detroit, Michigan.

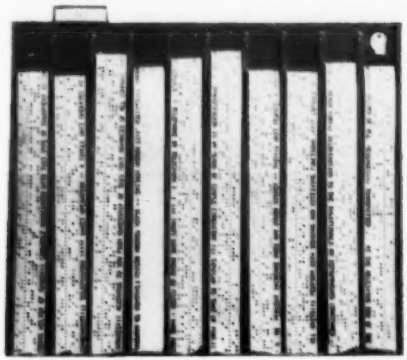
no more BOXES, HOOKS OR ENVELOPES!

VISIrecord files tapes neatly, visibly . . . ready for instant use.

Whether you use 5, 6, 7 or 8 channel tapes, there is a *VISI*record Tape Panel to fit your needs. Panels are available in three sizes to fit *VISI*record units for tapes of any length. When data coded in the tapes must be identified quickly by sight, a pocket card of any size or design houses the tapes visibly and bears the transcribed information. The pocket has a positive opening — size is determined by the individual tape lengths required for each application.

POCKET CARD FOR PUNCHED TAPE

files tapes and interpretative data together in one place. Body of card may contain manual or machine postings — exposed visible margins provide rapid sight scanning.



TAPE PANEL has ten pockets for tapes, is filed in a *VISI*record housing unit.

T-30
Tray

LT1
Junior Posting Tray

TAPE PANEL has ten pockets for tapes, is filed in a *VISI*record housing unit. Indexing and visibility make tapes easy to locate, keeps them neat and clean.

***VISI*record** Tape Filing devices are in wide use on many Integrated Data Processing Systems.

FUNCTIONAL HOUSING EQUIPMENT FOR PUNCHED-TAPE FILING

Huge Capacities—10,000 or more tapes filed with VISIrecord cards are immediately accessible to one operator in a seated position.

LT2
Posting Tray

T-25
Tray

LTD4
Double Posting Desk

VISIrecord, Inc. PLANT AND GENERAL OFFICES • COPIAGUE, L. I., NEW YORK

Automatic Calculator On Payroll Saves $2800 in Six Months

GEORGE McVAY
Office Manager, Kay Windsor Frocks, Inc.
New Bedford, Mass.

Shipping room of Kay Windsor Frocks, Inc.

THIRTY YEARS of steadily expanding business in the manufacture of dresses have brought Kay Windsor Frocks, Inc., a revolution in the use of automatic procedures in the factory. Recently we learned something useful about automatic procedures in the office, and we want to pass it on to every firm with a troublesome payroll computing task.

"Useful" as we employ it here means something more than simply advantageous. It means a savings of $2,800 in one six-month period and computing our payroll with two clerks instead of four. The office tool that increases our payroll output so dramatically is an automatic calculator.

We have remarked that discussions of these machines usually revolve around a reproduced example of some kind of figuring problem which is annotated and explained in the jargon peculiar to the manufacturers of calculating equipment. In order not to become lost in a maze of figures and explanations, we shall attempt to describe the manner in which our payroll problem has been solved, without the use of the figures involved.

First, the problem: it is necessary to (1) multiply the hourly pay rate by the number of hours worked; (2) multiply the overtime rate times the number of overtime hours worked; (3) multiply the total weekly wage thus obtained by the income tax rate; (4) multiply the total weekly wage by the Social Security rate; (5) compute tax exemptions; (6) subtract tax exemptions from gross income tax; (7) add to the net withholding tax figure obtained in this way, Social Security deduction, bond and insurance deductions; (8) subtract total deductions from total wages to determine net wages —amount of paycheck; (9) add the amount of each check to a running total for the entire payroll.

The answer to the problem posed by this formidable mass of figuring is the ability of our new calculating machine to carry on more than one operation at the same time. For example, in computing a payroll check we begin by working two multiplication problems at the same time. The answers are added and stored during the remainder of the computation, the results of which are automatically subtracted from the stored figures—at the touch of a button.

Let's return to the problem itself and see just how this simultaneous feature works. First, we determine the earnings. The hourly rate of pay is set into the smaller of two separate keyboards—the multiplier keyboard on our Friden machine. Then a combination of the number of hours of straight time and overtime worked are set on opposite sides of the larger keyboard.

One button is pressed and the weekly earnings are instantly available. We

For More Information Circle No. 414→

Friden Calculators in use in the office of Kay Windsor Frocks, Inc., New Bedford, Mass.

have caused this figure to appear in an isolated position on the machine where it will be stored until we have computed all the deductions that we must make from it. Now we are ready to figure the deductions.

We copy the total weekly earnings figure, to the nearest even dollar, into the smaller keyboard that we've already mentioned. This is the same figure that we are storing. At this point, we see again the simultaneous feature that simplifies our work and saves us money. Two factors are set on the larger keyboard—the rate for Social Security and the rate for income tax. One button is touched, two answers appear side by side in the dials, the gross tax figure and the deduction for Social Security.

If our explanation has been clear up to this point, then we have been successful, because the operation is almost complete. Next we compute the tax exemption. Back to our very useful multiplier keyboard. Set in it the correct number of exemptions; on the other keyboard, set the exemption rate. Once more, touch a button, a very special button, and the exemption is computed and subtracted automatically from the gross tax. Now we have our net withholding tax figure. Remember, the total weekly earnings are still being stored, still waiting to be used.

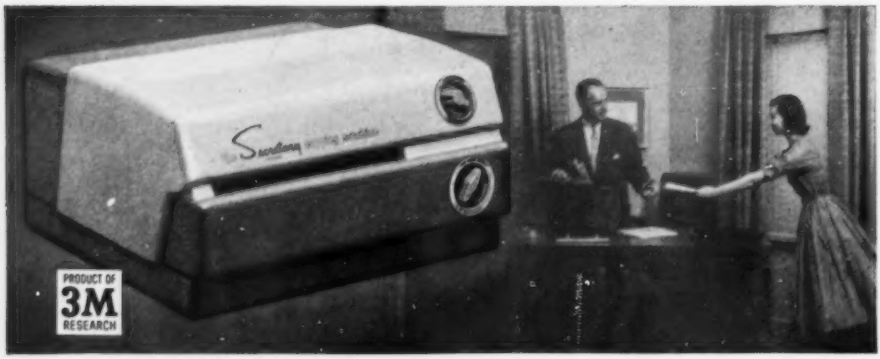
To the net tax figure, we quickly add the Social Security deduction that was already computed and waiting for us, and the other deductions which vary little from one check to another — the bond and insurance deductions. At last we have the total deductions and are ready to subtract them from the total weekly earnings. The result of our first multiplication (the double one) is ready to be used. We copy the total of deductions on the small multiplier keyboard. Now, touch the button.

The figure we just copied disappears from the dials, and the total weekly wage amount changes automatically to become the net wage, the amount of the paycheck. Remember, this is the result of pushing one button! The paycheck amount is locked in the dials.

If we were computing just this one check, we would unlock the dials, clear

←For More Information Circle No. 414

If you haven't seen *this* copying machine...



...you're in for the surprise of your life!

Here's the *new* idea in copying machines that obsoletes all others! The THERMO-FAX Copying Machine, by an exclusive *all-electric* process, makes perfect copies in just 4 seconds . . . *without* messy chemicals, masters or special translucencies. You get crisp, dry copies from your originals in ordinary office light . . . and you get them for as little as 4¢ per copy!

Get the facts on this fast, revolutionary way to speed up your office copying and communications now. Write today to: 3M Company, Dept. ES-105, St. Paul 6, Minn.

SEE OUR DISPLAY, EXHIBIT AREA "H"
at NATIONAL BUSINESS SHOW, New York City

REG. U. S. PAT. OFF.

Thermo-Fax

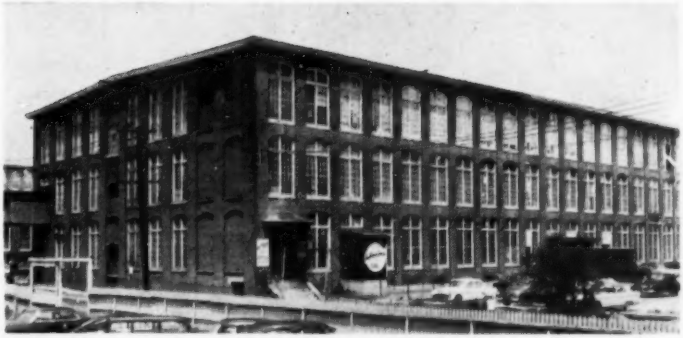
BRAND

Duplicating Products

The term THERMO-FAX is a registered trademark of Minnesota Mining & Mfg. Co., St. Paul 6, Minn. General Export: 99 Park Avenue, New York 16, N. Y. In Canada: P. O. Box 757, London, Ontario.

For More Information Circle No. 179

This building houses factory and offices of Kay Windsor Frocks, Inc., at New Bedford, Mass.



the figure, and go on about our business. But we are computing hundreds of checks. We want to accumulate the amount of each check into a grand total which reflects our entire payroll.

We push a different button and our net amount disappears, only to reappear again in storage dials. Now our working dials are clear, still locked, ready for the next problem. When the answer to that one is reached—and all the others, too—the storage dials will accumulate the totals, at the touch of a button.

This phrase, "touch of a button" is a meaningful one for Kay Windsor Frocks. It means a savings of $2,800 every six months of production. It means doing the payroll job with half as many employees as we needed before, when we had no buttons to press

SOF'TONE ACOUSTICAL CABINETS
FOR ALL NOISY OFFICE MACHINES

KILLS OFFICE MACHINE NOISE AT ITS SOURCE!

NOISE . . . the Menace of Progress

Modern business machines have resulted in fabulous new automatic recording, accounting and communications methods . . . along with a harmful harvest of increased noise and high frequency vibrations.

SOF'TONE absorbs harmful noise ingredients resulting in QUIET, more comfortable offices . . . for greater concentration, efficiency and accuracy.

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Results guaranteed—Or You Do Not Pay!

Write today for details. Give machines, makes, models you use and measurements.

Gates ASSOCIATES

10 COMMERCIAL ST., ROCHESTER 14, N. Y.

For More Information Circle No. 201

From "American Automobile Album" by William H. McGaughey

No one cranks an automobile these days

...but many still hand-crank calculators...spending time that would soon pay for a high-speed, automatic **MARCHANT**

If you're still doing part of your figurework with hand-operated or outmoded electric calculators, you owe it to your business to learn just how much time new automatic MARCHANTS will save you. Anyone in your office can use them at once, with ease, speed and utmost accuracy. Call the local MARCHANT MAN and find out by an actual run on your own work, just how quickly MARCHANT calculators would pay for themselves.

MARCHANT AMERICA'S FIRST *Calculators*

High-speed, automatic MARCHANT Figurematic

SEND THIS COUPON!

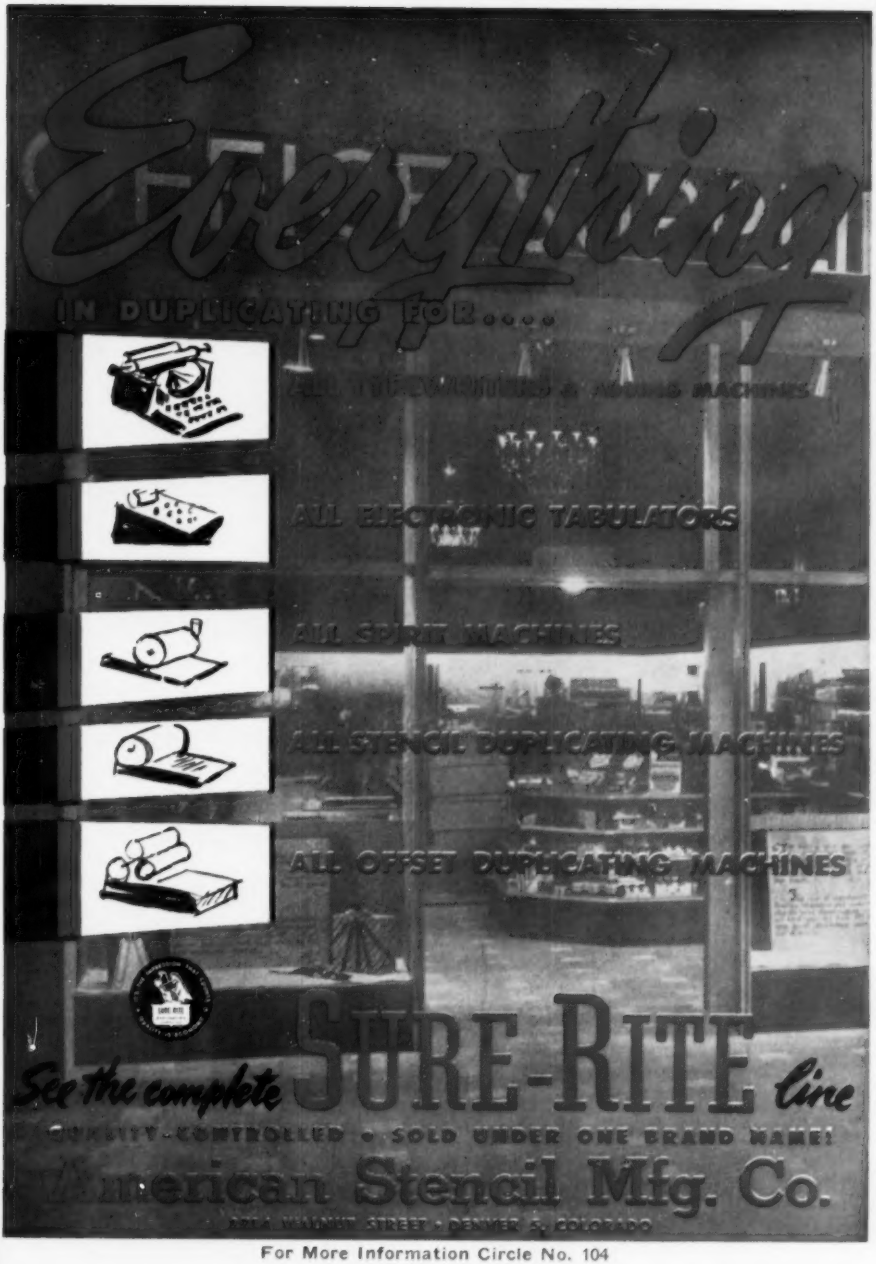
Learn how MARCHANT calculators can turn out your business arithmetic easier and faster...at a saving. Mail this coupon with your business letterhead for free...

Index to Modern Figuring by Marchant Methods ☐
Descriptive Literature on Marchant Calculators ☐

MARCHANT CALCULATORS, INC., Oakland 8, Calif. O-10

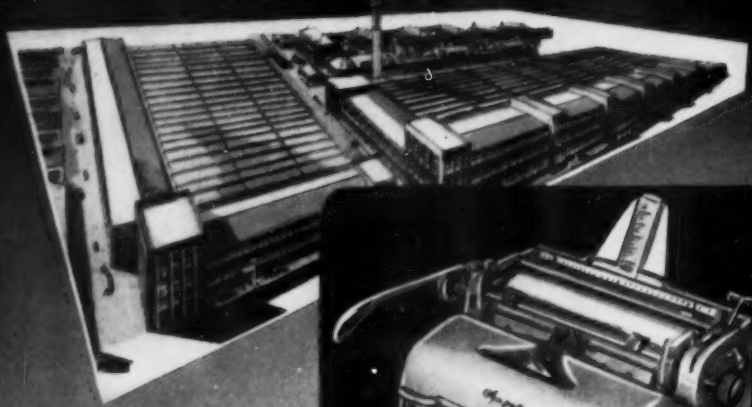
YOU CAN TURN TIME INTO MONEY WITH A MARCHANT!

For More Information Circle No. 214



For More Information Circle No. 104

A Famous Machine from A World Famous Factory



The Olympia TYPEWRITER

The entire resources of the famous OLYMPIA factory—established in 1903—are concentrated to produce the finest typewriter it is possible to build.

Highly skilled craftsmen and the most modern up-to-date machinery combine to give YOU the finest typewriter on the market. Test write with it, see it perform, note its precision operation and beauty. One test will convince you.

INTER-CONTINENTAL TRADING CORP.
90 WEST STREET • NEW YORK 6, N. Y.

For More Information Circle No. 122

"Wish she were **3** instead of one"

This wish is all too often expressed by busy executives. Many a so called "secretary" has literally been tied up by pile-ups of correspondence resulting from outmoded dictation systems, unable to do varied assignments that are of such great help in "taking the load off the boss."

Thousands of on-the-job tests have proven that Scribe dictation can be transcribed in *half the time* required by other dictation systems . . . thus giving the girl valuable extra time for other important duties. This not only results in more efficient, economical office operation but makes her own job more interesting.

Scribe's error free dictation means that there is no need for the secretary to constantly check aggravating and time consuming errors and "playbacks." Utmost simplicity of operation and syllable clear voice reproduction prove to both the dictator and the secretary—"it's a pleasure . . . it's a Scribe."

Let us prove to you—in your office—that Scribe can save you 50% of your dictation labor costs! No obligation, of course.

Scribe

sales and service from coast to coast
5022 West Madison Street, Chicago 44, Illinois

Pioneer manufacturers of error-free magnetic dictation equipment

For More Information Circle No. 121

New Products

CALCULATOR

Marchant Calculators, Inc., Oakland 8, Calif., makes the Marchant Deci-Magic, a single (dual-purpose) keyboard automatic electric calculator. At the touch of a single key, the Deci-Magic automatically sets decimal points in the keyboard and all four dials and automatically positions its carriage for any

type of calculation. All entries to the keyboard are around the selected decimal point. All answers displayed in the carriage dials are automatically pointed off correctly at the conclusion of every calculation. All clearances of keyboard and dials during and upon completion of a problem are fully automatic, with selective non-clearance for the keyboard and each of the four dials by means of individual touch-set locks. The Marchant Deci-Magic has a separate front dial for visual check of individual or constant multipliers. Among many other advantageous features of this highly versatile new Marchant are automatic single-entry squaring, automatic half-cent round-off, automatic accumulation of products and quotients, and grand total accumulation. **For more Information Circle No. 365.**

ELECTRIC TYPEWRITER

R. C. Allen Business Machines, Inc., 679 Front Ave., N.W., Grand Rapids, Mich., makes the Electrite, combination electric-manual typewriter, engineered especially to produce the highest quality typed master copies for all duplicating work: diazo, spirit, offset and the sharpest mimeograph stencils. The electric keybord assures absolutely uniform impressions, while the exclusive Microflex Impression Control adapts the machine to the varying requirements of different duplicating processes, resulting in

superior master copies. The Electrite is the ideal combination of manual and electric typing for trouble-free operation. The 42-letter and numeral keys and the spacebar are electrically operated. The carriage return, shift keys, backspace and tab keys are manually

operated. This combination reduces the incidence of mechanical difficulty to a minimum, but machine retains the advantages of speed and uniform impression which an electric keyboard affords. Carbon ribbon and ribbon rewind mechanisms are standard on all Electrite models. The conventional fabric ribbon mechanism also is standard. Interchange between fabric and carbon ribbons is quick and easy. The Electrite has all the operator convenience features of the R. C. Allen VisOmatic Typewriter Line: VisOmatic visible and automatic margins, Quick-Switch interchangeable platen, keyset tabulation, automatic line finder, inbuilt card and labelholder. Electrite models are available in 11", 13", 14", 18", 22" and 26" carriage widths with a wide range of type faces including special types for improved results in typed master copy. **For More Information Circle No. 374.**

DUPLICATE CARD DETECTOR

Remington Rand Div., Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y., makes the Remington Rand Duplicate Card Detector which separates single punched cards from groups of duplicate cards or segregates single cards and first cards of duplicate groups at 130 cards a minute. It can be set to sense and compare selected columns or over the entire 90-column punched card. On balance forwarding operations, such as inventory or earnings-to-date, the Duplicate Card Detector pulls out previous balance summary cards for which no detail cards are present, eliminating listing and summarizing items showing no change in status. For sales analysis data, where the file includes both single cards and groups of cards, the Duplicate Card Detector segregates the multiple item groups for separate summarization. The summary cards then can be merged with single item cards for straight tabulator listing, eliminating the non-productive total strokes for single cards. The Duplicate Card Detector saves tabulator and summarizing time, indicates absence of activity, speeds extensions, shows current status, etc. Write for folder TM-937 or **Circle No. 367.**

OFFSET PLATEMAKER

Haloid Co., 55-22X Haloid St., Rochester 3, N.Y., announces that positive-working metal offset plates can be prepared through xerography. Key to the method is an inexpensive 10" x 15" translucent film, XeroX Trans-Positive Sheet, onto which any type of original document may be copied by xerography. The sheet, in effect a positive film, is then transposed on a positive working, pre-sanitized metal plate, and both exposed to ultra-violet light. The light acts upon

the sensitized coating in all areas of the plate except those shielded by the opaqueness of the image in the XeroX Trans-Positive Sheet. After exposure, the metal plate is quickly developed and finished with fluids supplied by the plate manufacturer. It is then ready for the offset duplicator. Entire operation takes about 10 minutes. Standard XeroX copying equipment is used in the xerographic phase. Fusing the XeroX Trans-Positive Sheets is done by vapor, instead of heat, using a simple XeroX Vapor Fuser. No negative, masking or opaquing is required. Monetary savings amount to about 60%. The "waiting

period'' drops from approximately 48 hours to about 10 minutes. Several XeroX Trans-Positive Sheets may be stripped with Scotch tape onto an acetate backsheet to prepare large positive-working plates for multiple page forms, without darkroom equipment or facilities. The XeroX permits additions by pencil, brush, pen or typewriter. **For More Information Circle No. 326.**

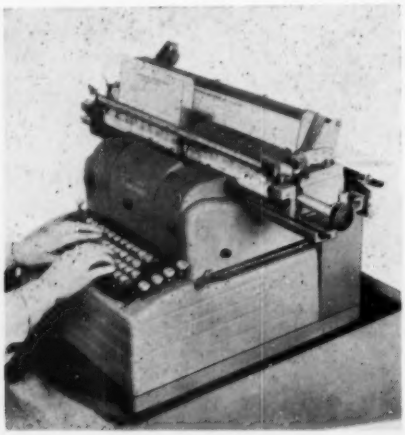
QUIET ELECTRIC TYPING

Gates Associates, 10 Commercial St., Rochester 14, N. Y., makes the No. 2144-RLCO, a secretarial Sof'Tone acoustical cabinet for electrical typewriters with platens up to 20" wide. Unit has two vibrationless shelves, 10½" wide, with linoleum tops. The typewriter well is 23" wide to permit easy changing of

carbon ribbons. Generally the machine cabinet is used as an auxiliary unit to the typist's desk, either facing the desk with the typist sitting between them, or at a right angle to the desk. Sof'Tone cabinet absorbs all harmful, high frequency sound and reduces the new sound level to a point comparable to manual typewriters but without the sharp metallic pitch. The sound level behind the Sof'Tone is reduced considerably lower than at the front, and it has three indirect fluorescent lamps which light entire work area. Illustrative descriptive literature on this product, and the effect of noise on worker efficiency, is free from above address or **Circle No. 358.**

ACCOUNTING MACHINE

Underwood Corp., 1 Park Ave., New York 16, N. Y., makes the Underwood Simplamatic multi-register accounting machine which writes, adds and subtracts as rapidly as the operator can type. True credit balances, printed in red, and automatic totals are provided in every cross-footer and register. The color styled



keyboard has three carriage return positions adjustable to various form requirements. It is free from complicated control keys and motor bars that might confuse and slow down an operator. Swiftly adaptable to all accounting assignments, the Underwood Simplamatic is controlled by a ''mechanical brain'' that remembers instructions and performs them instantaneously as the operator inserts forms and enters figures. All operations, such as adding charges, subtracting credits, computing and printing balances, sub totals and totals, and proving the accuracy of the postings, are directed by the control unit which can

be changed from one accounting procedure to another in a matter of seconds. The Simplamatic features a direct correction key which reverses the automatic action of the machine for direct correction of errors while forms are in the carriage. All previous postings and items are fully visible through a transparent carriage front. Front and rear feed carriages, made to match typewriter simplicity, are available. A flick of the non-compute lever disconnects the computing mechanism for miscellaneous typing. Only slightly larger than an electric typewriter, the Underwood Simplamatic can be installed in a minimum of space. **For More Information Circle No. 364.**

SPIRIT DUPLICATOR

Standard Duplicating Machines Corp., Everett 49, Mass., makes the Era (Electric Rocket Automatic) fluid duplicator with all the advantages of their hand operated Rocket Duplicator plus electric operation. The Era has a self-contained motor and no special cabinet is required.

Fingertip control produces a single copy at a time or continuous operation at approximately 120 copies a minute. Registration is accurate even at this speed. The drum always stops in position to attach a master. Maximum sheet size is 9" x 14" and machine will automatically feed paper or card stock down to post card sizes. Practically the only noise heard during operation is the paper's movement through the rollers. Rigidly constructed with a motor that will take more abuse than the mechanism will ever require of it. **For More Information Circle No. 362.**

PRIZE LETTERHEADS

Gilbert Paper Co., Menasha, Wis., offers samples of the prizewinning letterheads in the 5th Annual Lithographic Awards Competition sponsored by the Lithographers National Assn. All winning entries in the letterhead and envelope section were lithographed on a

Gilbert Bond. The contest which is national in scope attracted entries from lithographers all over the country and the entries were judged by a board of seven prominent designers. A brochure containing actual samples of all the winning letterheads is available without charge. A copy of this brochure may be obtained from your local Gilbert paper merchant or from above address. **For More Information Circle No. 328.**

THEFT INSURANCE

Security-Connecticut Insurance Companies, Whitney Ave., New Haven, Conn., offer an improved, inexpensive burglary and robbery insurance policy especially for professional and other small offices. Seven kinds of insurance are included

in one policy: robbery within the office; robbery from an official, member of firm, proprietor or authorized employee outside the office; loss caused by kidnapping and forcing someone to open the office; burglary of safe up to the limit of the policy, and burglary of money and securities in the office but outside the safe up to $50 (beyond this money or securities should be in a safe or bank); theft of money or securities from a night depository in a bank or from the home of the insured owner or any employee authorized to have the money or securities with him; loss of property other than money and securities by theft from within the office at any time, with $10 deductible from each such loss; damage to property of the insured, or any property for which he is liable, resulting from any of the crimes above, or any attempt at such crimes. There are necessary definitions and conditions forming a part of the policy, beyond these insuring agreements, but this is a very broad contract of insurance, the companies state. The basic policy provides $250 insurance against each one of the seven hazards at a unit cost of $14 a year. Additional units may be bought for $7 each. For example, the cost of a single unit of $250 (really $1,750) is $14; five units or $1,250 ($8,850 for all seven hazards) is $42 a year. **For More Information Circle No. 344.**

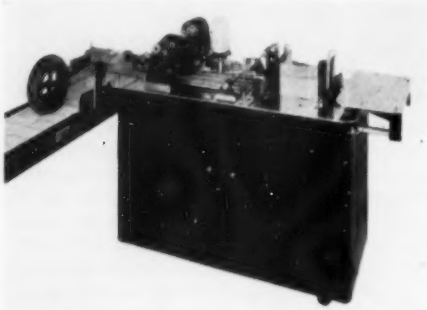
FLUORESCENT LIGHT

Burton Mfg. Co., 11201 W. Pico Blvd., Los Angeles 64, Calif., makes the clamp-on Oculite fluorescent light engineered and precision made to provide the proper quantity and quality of high intensity illumination for exacting seeing tasks without eyestrain or fatigue. Mounted on an exclusive fleximatic arm the Oculite can be raised, lowered, angled or turned in a full 360° sweep within a 45" radius in all directions, yet lighting head remains level at all times. Twin tubular, spring balanced pantograph arm affords fingertip adjustment to any conceivable position and remains put until altered. Double wing-nut clamp holds light securely to any desk, table or equipment. Light may be affixed permanently to any horizontal, vertical or sloping surface with screws that are furnished.

Available in gray or mahogany brown. Overall span 45". Length of each arm 20". Lighting head raises or lowers 70". Lenth of lamp housing 19". Uses two standard 15 watt fluorescent tubes. Approved and listed under label service of Underwriters Laboratory Inc. **For More Information Circle No. 324.**

LABELING MACHINES

Cheshire Mailing Machines, Inc., 1644 N. Honore St., Chicago 22, Ill., makes the

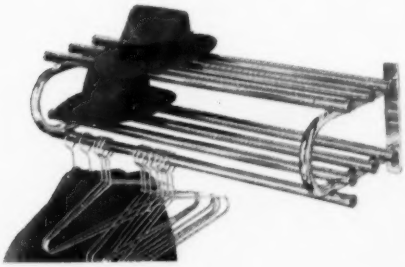


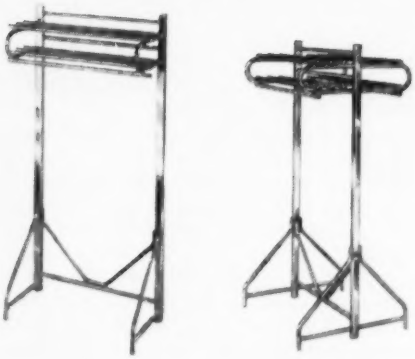
Models E and ER Cheshire Mailing Machines which automatically attach address labels to more than 10,000 pieces of

mail perhour. They will handle all sizes of envelopes, cards pamphlets, brochures, lightweight booklets, magazines, catalogs and quarter-fold tabloids, from 3¼" x 5½" to 11" x 14½". Address labels may be in standard roll strip or continuous pack form; or on Addressograph electronic facsimile tape or IBM 407 tape. Machine will tip-on or fully adhere gummed postage or other stamps. Any method may be used to address the labels. Labels are cut, glued and attached with mechanical accuracy. The 900-lb machine can be moved on its casters and operates on regular 115-volt current. Fully descriptive literature is free from above address or **Circle No. 372.**

CLOTHES RACKS

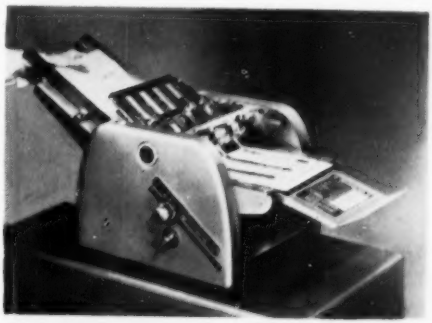
Precision Mfg. Co., 831 Chicago Ave., Evanston, Ill., makes attractive Wall Costumers of tubular steel in bright chrome finish which, combined with their design, makes them less a dust catcher. Made with single or double hat shelves in 24", 36", 48"and 60" lengths. Can be mounted on wall at adult or children's height. Packed flat KD for low shipping costs and easily assembled and mounted with screws supplied. Precision also makes floor stands with 1½" square tubular posts upon which their wall costumers can be mounted to stand free where wall mounting is not desired. The floor racks can be had with or without casters. Heavy nickel plated coat hangers with open or closed hooks, are available. **For More Information Circle No. 210.**





FOLDING MACHINE

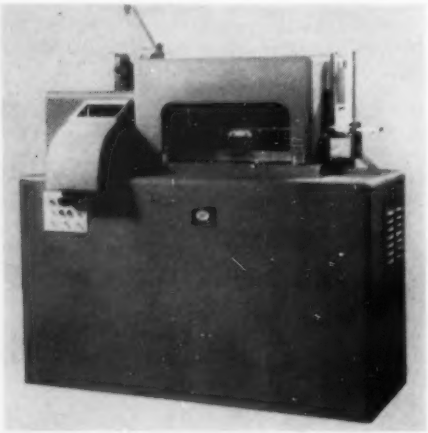
A. B. Dick Co., 5700 Touhy Ave., Chicago 31, Ill., introduces the Model 57 Electric Folding Machine which can be set for any of six folds: single, parallel or letter, accordion or statement, double parallel, french (folds paper horizontally and then vertically), and horizontal and



then two vertical folds. A-B-C operating instructions permanently attached to the receiving tray tell the operator how to set the dials for any of these folds. Once the dials are set, the operator need not make any mechanical adjustments. Letters, bulletins, lists, statements, invoices, and other items can be continuously fed, and the machine folds at speeds up to 150 copies a minute. Duplicating papers, bond, ledger, book, coated and uncoated paper stocks are handled easily. **For More Information Circle No. 323.**

IDP SYSTEM

Dashew Business Machines, Inc., 5886-S. Smiley Drive, Culver City, Calif., makes the electronic Databosser which will automatically emboss fixed or variable data in metal plates at rates up to 6000 plates an hour. The Databosser is activated by punched cards, magnetic tape or perforated tape which may be by-products of some other operation.



The embossed Dashaplates can be used as an identification plate or tag. The Databosser can thread and loop tying wires to the plates it processes, ink the tops of the embossed characters for rapid reading, emboss sequence numbers, and notch plates for coding and sorting. Dashaplates come in nine colors and also in color combinations for coding. Manual writing can be added to the plates and plates can be preprinted with forms, etc. Data on plates can be printed on record cards, carbonized forms, etc. Integrated data processing systems applications are almost limitless. Write above for further information or **Circle No. 355.**

STENCIL DUPLICATOR

Milo Harding Co., 502 S Monterey Pass Rd., Monterey Park, Calif., has developed a Feed Roll Pressure Control Gauge for their Tempo Imperial Duplicator. Three years ago Milo Harding Co. designed and introduced the twin paper feed roller and it proved an immediate success. The twin feed roll system contacts the paper only at the side margins, thus eliminating all paper lint damage to stencils and copy. The Feed Pressure Control further improves the dual-feed system by allowing use of a wider variety of papers in stencil duplicating. The operator easily adjusts the gauge to the weight of paper being used, from very light pressure for running thin papers, to extra heavy pressure necessary for heavy bristol or index card stock. **For more information Circle No. 385.**

DESK LAMP

Emeralite Co., Dept. E-2, 40 Warren St., New York 7, N. Y., makes the No. 5208-5200 Emeralite Desk Lamp which will cover the working area of a desk with abundant soft, glareless light and see the user through the day without the annoyance of eye fatigue and headaches

caused by poor lighting. This lamp's Daylight filter removes the excess orange and red rays in artificial light, giving the light more of the quality of daylight. The lamp adjusts vertically from 11½" to 18". It is 14" from its horizontal arm to outer edge of shade, and both arm and shade swing to the right and left. Adjustable joint allows tilting the shade. Finished in electroplated statuary

bronze or pearl gray hammertone. This and other Emeralite lamps are fully described in Catalog D.D. 56, which is free from above address or **Circle No. 345.**

ADDING MACHINE

Alma Office Machines Corp., 440 Fourth Ave., New York 16, N. Y., announces the addition to its line of Everest machines of the Super Dial 10-key electric adding machine with automatic multiplication which is accomplished by means of a dial like a telephone. Other features include a single main motor bar which adds, subtracts, sub-totals, totals and

clears. The decimal point prints in the correct position. Negative figures are added automatically. Its Super Dial operates at a speed of 200 printed figures per minute. It has multiple cipher keys, automatic credit balance, column indicator, roller rear feet, two-color ribbon and backspacer. Non-print feature or printed sub-totals and totals automatically. Capacity of 10 column listing, totaling 11. Illustrated literature available from above address. **For More Information Circle No. 343.**

DESK ROTARY FILE

Wassell Organization, Inc., 103 Silvane Road, Westport, Conn., offers a free 8-page booklet which illustrates and describes Corres-File desk rotary equipment as an office file for correspondence, orders or any letter size records or forms. The booklet shows how the new equipment uncomplicates involved correspondence systems; how letters, records and unclassified material can be quickly centralized in one file by one clerk working from a seated position. Diagrams show how Corres-File can hold the contents of 12 to 16 file drawers in half the space, with an attendant increase in production and lower overall filing costs. Write above address for a free copy of Booklet C or **Circle No. 366.**

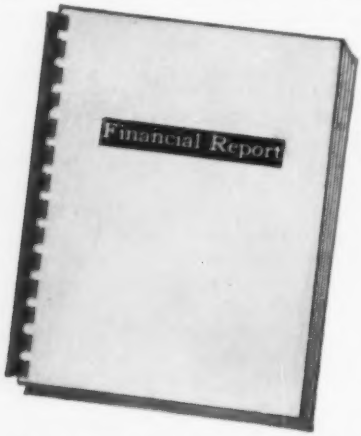
DESKS

Dray Mfg. Co., 4961 East 52nd Place, Los Angeles 22, Calif., makes steel desks in single and double pedestal models. Illustrated is their V-9001 executive desk with 60" x 32" top. They also make an executive desk with 78" x 41" top. Other models include a salesman's 36" x 24" desk with one drawer, and matching tables. All are made of heavy gauge furniture steel with Armstrong non-glare linoleum tops. All box and center drawers have four nylon roller

bearings and there are eight roller ball bearings on cradle suspensions. Writing slides in each pedestal. Plated glides and leveling equalizers compensate for uneven floors. Electronic controlled spot welding throughout. Automotive baked enamel in gray, green, mist green and desert sage, with satin finish chrome hardware. **For More Information Circle No. 339.**

PLASTIC BINDING

Plastic Binding Corp., 732 Sherman St., Chicago 5, Ill., makes portable, hand-operated Plastico Punching and Binding Machines for low cost plastic binding of sales manuals, presentations, portfolios, important sample books and other literature. The colorful plastic is durable, attractive and economical. Small runs or rush jobs are easily handled by the combination of these two machines which anyone can quickly learn to operate.



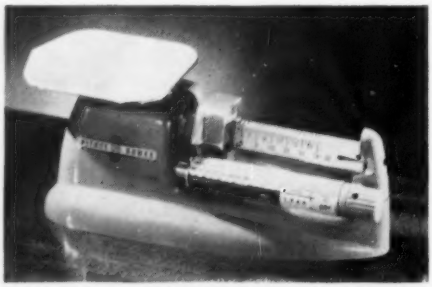
Finished in gray hammerloid, the heavy gauge steel machines are lightweight, and precision-made to fit on any table or desk. The Plastico Punching Machine sells for $216 and the Binding Machine is priced at $79. Hollow ground dies, accurately engineered to provide precise punching, accommodate sheets or covers up to 12" long. Books up to 1⅜" thick can be efficiently bound by just a push of the lever. **For More Information Circle No. 332.**

STEEL SHELVING

Borroughs Mfg. Co., 3002 N. Burdick, Kalamazoo, Mich., has published a 32-page catalog on its Unitized Flexi Steel Shelving. The catalog describes Borroughs' exclusive construction and installation features, illustrates 24 of its many different units, and offers detailed information on how to plan a steel shelving layout. **For More Information Circle No. 327.**

POSTAL SCALE

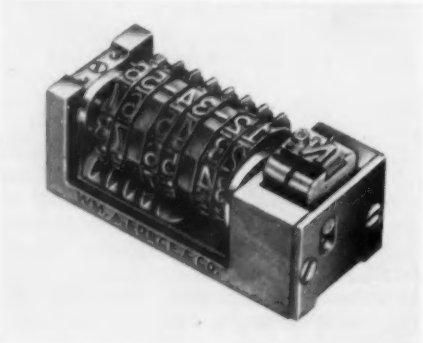
Pitney-Bowes, Inc., Stamford, Conn., makes the Model 4900 Mailing Scale which computes the postage for 1st and 3rd class mail, including airmail, from ½ oz. to 1 lb. It is accurate to fractions



of an ounce, of durable zinc and steel construction finished in chrome and smooth, neutral tan enamel. The base is 9⅞" x 4⅛", 4⅛" high, weighs 3½ lbs. **For More Information Circle No. 360.**

TERMINAL DIGIT NUMBERER

William A. Force & Co., 216 Nichols Ave., Brooklyn 8, N. Y., makes the Ultra-Force End Plunger Typographical Numbering Machine, designed especially



for terminal digit indexing of printed forms. It has clear, bold characters and is for use on flat bed presses. Machines are specially assembled to order,

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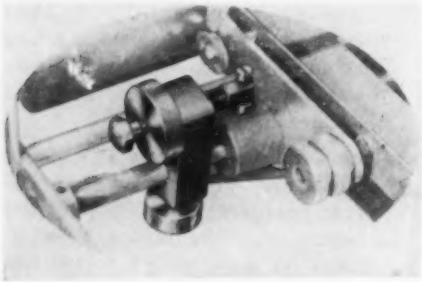
Cam operated, the new BDC Spirit Duplicator will give years of service-free performance. Compare the superb design by Burton Tysinger, check the outstanding technical features, and write for complete information today. Bohn Duplicator Corp., 444 4th Avenue, New York 16, New York.

For More Information Circle No. 178

but prompt deliveries are being made. Terminal digit indexing permits faster filing and finding of papers and is widely used in the insurance field. It is supplanting the old numeric system in which only the end of the file was open, because papers were filed in strict numeric sequence. In terminal digit indexing, the whole system is in use. A series of six numbers is arranged in groups of two: 12-34-56. Each of the three groups corresponds to three main divisions of the filing system when read from right to left. Gaps in the numbering sequence do not affect the system which will encompass a million folders. In addition to the Ultra-Force Typograph for flat bed presses, comparable units are available for use on all makes of rotary presses and also for hand numbering papers which cannot be numbered until received by the user. **For More Information Circle No. 322.**

MULTILITH REGISTER CONTROL

Forbes Mfg. Co., 84 University St., Seattle 1, Wash., makes the Micro-Guide, a simplified hairline side-guide attachment which allows the registering-in and running of difficult, close-register work with minimum spoilage and time loss. The Micro-Guide permits the operator to move the side-guide back and



forth micromatically without disturbing its parallel position with the sheet, overcoming the tendency of existing side-guide to send sheets off-balance and out of register. Linting of ink is also minimized. Operation of the Micro-Guide is simple and adjustments may be made while sheets are being fed. Since Micro-Guide is firmly attached to the press guide, it gives a greater range of flexibility in guide adjustments and easy, safe, fast, fingertip control of register. Range of micromatic adjustment is approximately ¼". Micro-Guide is detachable, can be installed in five minutes and can be used on any Multilith having pusher-type guide, including Models 296, 1250, 1275, 1300 and 2066. **For More Information Circle No. 373.**

FACSIMILE INTERCOM

Western Union Telegraph Co., 60 Hudson St., New York 13, N. Y., offers Intrafax facsimile communication for use within an office or between distant offices. Intrafax will reproduce a letter-size form or document in less than three

minutes. The copy is received dry and ready for use. Anyone in the office can operate it and any combination of Intrafax connections can be set up. Low monthly rate includes complete maintenance of machines. Free illustrated literature from above address or **Circle No. 371.**

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For More Information Circle No. 213

For More Information Circle No. 249

For More Information Circle No. 250

DICTATING MACHINE

Magnetic Recording Industries, 11 East 16th St., New York 3, N. Y., makes the Voice-Master Challenger, a 10-lb portable magnetic disc dictating-transcribing machine. Fingertip touch on the microphone enables user to dictate, listen back and review instantly, a word or a phrase, all by remote control. With no need to touch the machine, the compact Voice-Master Challenger, measuring only 10″ x 11″ x 3¼″, can be hidden inside a standard desk drawer. It also lends itself to remote dictation setups in adjoining rooms. Other features include indefinitely reusable and indestructable

magnetic discs with exclusive self-aligning feature, multiple split-second loading of up to a full hour's dictation, automatic error-correction, on-the-disc indexing, lifetime recording head, and all-plug-in internal construction for easy servicing in the field. For fast and comfortable transcription, it provides a high-fidelity range of sound with a choice of four different headsets or loudspeaker. Through the tip-toe foot control, transcriber stops and starts the disc at will and reviews instantly any desired section, from a word to a phrase. Also available is a variable speed control for individualized listening perference. Housed in tough Kalistron fabric, the machine is completely self-enclosed. Equipped with a retractable carrying handle, it can be taken on trips without the need for an extra carrying case. A 5-year checkup warranty is said to be the first such long-term warranty offered on a

For More Information Circle No. 411→

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Odhner adds auto-multiplier!

There is nothing quite like the new electric Odhner—this speedy, easy-to-operate 10-key adding machine now offers a revolutionary auto-multiplier and optional stepover feature! Odhner's auto-multiplier—the 9 small keys at the right of the keyboard—is designed so the top depressed key activates the multiplying cycle. Now Odhner gives you the advantages of efficient and simple automatic multiplication—at savings up to $200! New Odhner retails at only $399.50. Available now in the U. S. A.

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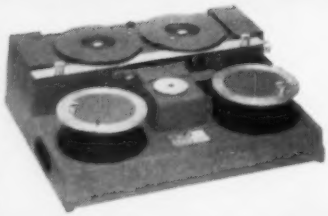
problems with Lettering and Display Type ?



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QUALITY—Sharp, black proofs perfect for reproduction . . . yours in minutes!

OPERATION—After ½ hour instruction, anyone can be an expert!

SIZE—Only slightly larger than a typewriter! Fits easily on any desk!

Write for complete details—today.

Dept. O 10
FILMOTYPE
60 W. Superior St., Chicago 10, Ill.
4 W. 40th St., New York 18, N. Y.

For More Information Circle No. 401

dictating machine. The Challenger is the latest addition to four other Voice-Master models priced from $165 to $325. **For More Information Circle No. 370.**

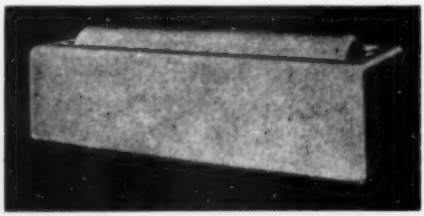
TYPEWRITER

Metropolitan Typewriter Co., 18097 Sorrento, Detroit 35, Mich., exclusive U.S. distributor of Voss business machines, announces the Voss Business-Riter with a 13'' carriage. Designed to provide big machine performance and

results while eliminating excess bulk, this Voss typewriter has keyset tabulation, end-of-page gauge, erasure table, 44 keys and 88 characters, at the low list price of $120 plus F.E.T. The Business-Riter is available in five colors: maroon, black, white, green, sand gray. **For More Information Circle No. 341.**

MOISTENER

Sengbusch Self-Closing Inkstand Co., 1205 Sengbusch Bldg., Milwaukee 3, Wis., makes the heavy duty 6" roller No.



3 Ideal Major Moistener, a big capacity moistener with noiseless and frictionless

New Frigidaire Water Coolers

Cool water for pennies a day— the trouble-free way

Cold water flows in instant response to the all-electric Toe-touch Pedal. And the Flash-O-Matic principle wastes no water or electricity. Stream is constant even when water pressure varies from 25 to 150 lbs. Gleaming stainless steel top.

Seven models, including bottle-type coolers with or without refrigerated storage compartment, and new "explosion-proof" model for use in hazardous areas. Powered by the famous Meter-Miser Compressor. Call your Frigidaire Commercial Dealer or write: Frigidaire, Dayton 1, Ohio. In Canada, Toronto 13, Ont.

Bottle-Type with Compartment

Frigidaire Water Coolers

Built and backed by General Motors

For More Information Circle No. 111

Multilith Owners

PRINT BIGGER
HEAVIER
FORMS

G-C Auxiliary INKING UNIT

Models
296-1227
1250-1275

"Double-inking" oscillating action stops fast ink rundown, graying out; minimizes "ghosting." NEW self-adjusting roller contact gives ever greater efficiency. $69.80

QUICK SHEET REGISTER "MICRO-GUIDE"

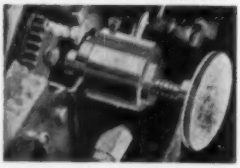
gives quick, accurate, micromatic side register. No screwdriver needed—adjust while running. Install in 5 minutes. $11.85

CONSISTENT INK FEED WITH "Easy-Tach" INK AGITATOR

Save time, ink, plates, money. Keeps ink always up to fountain roller. Especially valuable in color work. Install in 10 minutes, washup in 1. $42.50

QUICK PLATE REGISTER MICRO-REGISTER

STATIONARY WRENCH



Save up to 40% time positioning plates. Hairline register faster.

REPLACES "T" wrench. Thousands of satisfied users. $19.95

FORBES MFG. CO.

DUPLICATOR ACCESSORIES

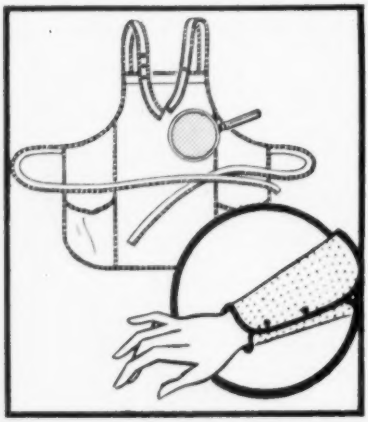
84 University Street Seattle 1, Washington

For More Information Circle No. 256

roller operation. Its full 6" roller width easily handles wide gummed tapes, extra-size shipping labels and large envelope flaps. Construction details include an axle arrangement for noiseless roller operation, non-marking rubber feet to protect work surfaces and a net weight of 3 lbs. to insure stability and eliminate the possibility of upsetting while in use. A sample No. 3 Ideal Major Moistener can be had for $2.50, shipping charges prepaid. For a sample moistener write above address. **For More Information Circle No. 371.**

CLOTHES PROTECTORS

Budlew Products Co., 3535 W. Cortland St., Chicago 47, Ill., makes plastic Kool Kuffs and Aerated Aprons which provide lightweight protection from dirt, dust and wear in office, factory and home. Made of 8-mil thickness, transparent plastic perforated with hundreds of



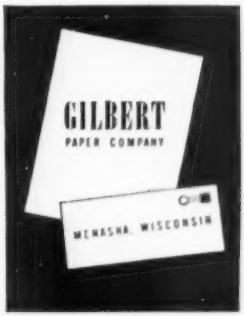
microscopically tiny holes to permit Kool Kuffs and Aerated Aprons to "breathe," giving a soft, comfortable protective covering that is crackproof, and keeps moisture from getting in easily. Office workers' forearms and dress, coat and shirt sleeves are protected against inks and dust. As a sanitary safeguard in factories, laboratories and for many household and gardening chores, these products assure this same protection for

Do you know how this Expression began?

"Mind Your p's and q's"...

One theory is that p's and q's were the symbols tavern owners used to register their customers' credit purchases of *p*ints and *q*uarts. More likely, the expression started from the caution to printing apprentices when sorting type that they "Mind their p's and q's" because of the similarity in appearance.

Similarity of appearance is not a problem in selecting a paper for your business letterhead. You'll find Gilbert new cotton fibre bond papers offer a new brightness and superb cockle finish unmatched by any bond paper made. They are superior, too, for erasability. Ask your printing supplier.



Gilbert *papers*

new cotton fibre content bond papers

For More Information Circle No. 120

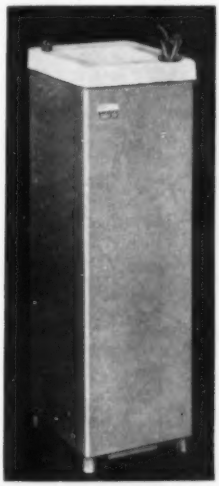
SEE US AT
NSOEA Convention, Booth 612A, Conrad Hilton Hotel, Chicago, Oct. 1-5.
National Business Show, Booth 214-215, 69th Regiment Armory, New York, Oct. 24-28.

For More Information Circle No. 317

clothing. Kool Kuffs are available in zip-on, snap-on and slip-on styles retailing at 69c to $1 per pair. Aerated Aprons retail at $1.50 with two handy pockets, open neck, halter and snap-on adjustments to accommodate either short or tall people. **For More Information Circle No. 350.**

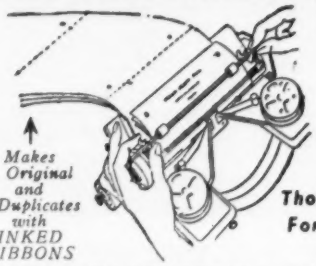
WATERCOOLER

Remcor Products Co., 321 E. Grand Ave., Chicago 11, Ill., makes the Remcor Cooler Cub Pressure Watercooler, Model CW-5 for connection to plumbing and drain connections. It combines compactness with no loss in capacity, modern styling, light weight but sturdy construction, efficient, quiet operation, and low initial and operating cost. The cooler has an internally incorporated precooler, instantaneous cooling through spiral water coils bonded to copper refrigerant coils, and a 1/8 h.p. hermetically sealed condensing unit which never requires oiling. Cabinet is heavy gauge, corrosion-protected steel, finished in attractive hammerloid gray. The easy-to-clean, high luster, white plexiglas drain



top, with anti-splash feature, has a push-button bubbler with built-in pressure adjustment to compensate for vary-

Methods Experts Use
Inked Ribbon Attachments **DUPLI-TYPER**

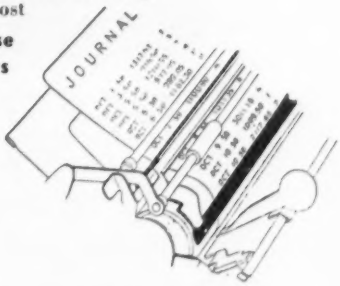


Makes 1 Original and 4 Duplicates with INKED RIBBONS

1. For Continuous Form Work

- Increase Production
- Reduce Costs
- Adaptable to all Machines
- Make INKED Copies
- Eliminate Carbon Paper
- Low Cost

Thousands In Use For Many Years



2. For Bookkeeping Machines

PAYROLLS, JOURNALS, LEDGER AND STATEMENTS, ETC.

- Make INKED Non-Smudging copies
- COMPLETE VISIBILITY of entries
- Eliminate Carbon Collation
- Eliminate Carbon Jackets

DUPLI-TYPER COMPANY, 456 Fourth Ave., New York 16, N. Y.

For More Information Circle No. 232

NOW . . . POLYCHROME OFFSET PLATES

simplify offset . . . .

Polychrome **MICRO-GRANE** and **ULTRA-GRANE** presensitized offset plates, used with high-speed, one step Polychrome developers—reduce TIME, LABOR and PRODUCTION COSTS—produce better printing.

All Polychrome plates can be processed simply and quickly by anyone of average skill. "Professional Quality" is built into each type of Polychrome plate.

Four different types of plates permit you to choose the plate best suited to meet your exact requirements.

Consider the many advantages of each of these plates and the real savings they offer:

GRANEKOTE—Presensitized, **ULTRA-GRANE** aluminum plate. Produces printing of the highest quality. For long runs of fine work, halftones, solids, or multicolor register work.

DUALKOTE® Presensitized, Two-sided **MICRO-GRANE** aluminum plate. The "Triple Economy" plate that offers two useful sides . . . develops in one step with 3-D developer. Most economical for long run, halftone, line or register work in colors.

POLYKOTE® Presensitized, **MICRO-GRANE** non-metallic plate. Excellent for line, halftone and solids. Develops in one step. Outstanding for medium run work at very low cost.

NEW V-KOTE* Super Speed, **MICRO-GRANE** non-metallic plate, prepared in *less than 1 minute* by the exclusive Polychrome Graphic Transfer Process in conjunction with the Kodak Verifax Method. For short runs, rush work at low, low cost. Processed with only 1 solution in ordinary room light. **UNSURPASSED FOR SPEED AND ECONOMY.**

Polychrome plates available in all types and sizes for every duplicator and standard offset press. For best results use Polychrome chemicals and duplicator supplies.

Let Polychrome show you proven short cuts to practical and economical platemaking.

Write today for complete details.

POLYCHROME CORPORATION

2 ASHBURTON AVENUE **YONKERS 2, NEW YORK**

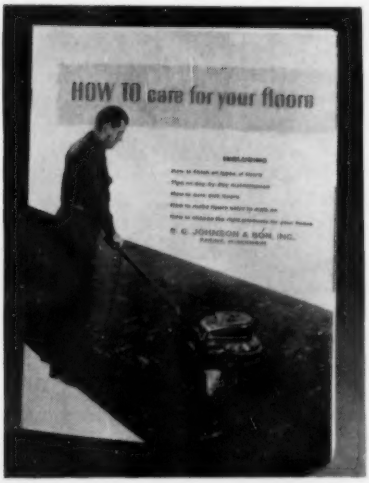
*T.M. and Pat. Pend. **TRADE MARK REG.** 10.5.5-D

For More Information Circle No. 117

ing water pressures with provision for easy installation of a glass filler, if desired. Bottle watercoolers with or without refrigerated storage compartment are also available. **For More Information Circle No. 347.**

FLOOR MAINTENANCE

S. C. Johnson & Son, Maintenance Wax Dept., Racine, Wis., offers a free illustrated booklet, "How to Care for Your Floors." Long-range and day-to-day maintenance programs for all types of



floors are described in detail. There also is a section on suggested treatments for some of the most common floor failures such as loose tiles, yellowing, lack of water resistance, blooming and tackiness. Copies of the booklet are available free from above address or **Circle No. 340.**

ANNOUNCEMENTS

R. O. H. Hill Inc., 270 Lafayette St., New York 12, N. Y. have initiated a fast method for obtaining business announcement cards. Neatly designed thermographed announcement cards will be shipped within 48 hours after order is received. Two size announcements are available: baronial (4¼" x 5⅜") and Gladstone (3⅜" x 5⅜"), in choice of

the amazing
VELVET ball *PEN·cil*

the pencil that writes with INK

- combines best features of a pencil with best features of a ball-point pen
- light as a pencil because it's wood
- banker-approved permanent ink
- full-length brass cartridge writes enough to fill 18 stenographer's notebooks
- nothing to press, turn, fill
- fully-guaranteed

Handy dozen-pack for business and industry. Blue, red, black or green ink. $3. per dozen.

Order from your commercial stationer

For sample write on your company letterhead to Dept O-10

AMERICAN PENCIL CO., HOBOKEN, N. J.

For More Information Circle No. 248

We're bending over backwards to give you

PENCIL CARBON

with "see-ability"

KLEEN KLEEN

To satisfy the clamor for pencil carbon that doesn't strain the eyes, PEERLESS IMPERIAL has perfected KLEEN KLEEN, ideal for payroll forms, inventory records, sales slips, etc.

Writes clean, handles clean, lasts longer and is built to take punishment. If your dealer can't supply test sheets, write to us. Available in green as well as blue.

PEERLESS IMPERIAL CO., Inc.

General Office and Factory:

36 Peerless Place, Newark 5, New Jersey

N.Y. Office 13, 110 Franklin St.

Detroit 18, 37 Linden St., River Rouge, Michigan

For More Information Circle No. 236

four designs and four type styles. Both sizes come with or without a panel. Copy submitted is guaranteed to be reproduced accurately. No proofs are submitted to permit fast delivery. Plain or thermographed envelopes will be supplied. Plain envelopes are shipped within 24 hours after an order is received to permit addressing before the announcements are received. **For More Information Circle No. 359.**

COPYING MACHINE

Charles Bruning Co., Dept. 102-G, 4700 Montrose Ave., Chicago 41, Ill., makes the Copyflex Model 250 desk-side direct copying machine which will produce up to 1,000 lettersize black-on-white copies per hour from one or many originals. It is a compact, virtually automatic model that occupies less than one square yard

of floorspace. It turns out clean, sharp, black-on-white facsimile copies of practically anything typed, written drawn or printed on ordinary translucent paper, at a material cost of less than a penny each for lettersize copies. Will take originals up to 18½" wide by any length, at a speed of 10" to 25 linear feet per minute. Operator simply inserts original and a sensitized sheet into the machine together and a direct copy emerges

Although this approach could earn the salesman bodily harm, the executive, burdened with the menial task of hand-signing checks while more important matters pile up, could profit from what he has to say.

Cummins Automatic Check Signers could whip through all the checks in minutes—and register the executive's perfect signature on each.

Cummins Signers save hours of executive time, leave more time for verifying amounts and authenticity of checks.

A Cummins Signer lets the executive delegate the signing task, yet maintain absolute control over his signature through 4-way lock and key safety. In fact, a free insurance policy with each machine is added proof that there's nothing safer than a Cummins-signed check.

Mail coupon for full information.

IN BUSINESS AND BANKS ● SINCE 1887

Cummins

Since 1887

Cummins Business Machines sales and service offices in principal cities

CUMMINS BUSINESS MACHINES
Division of Cummins-Chicago Corp.
Dept. O-105, 4740 N. Ravenswood Ave., Chicago 40, Ill.

Please send me full information on Cummins Check Signers

Name .....

Name of Business .....

Address of Business .....

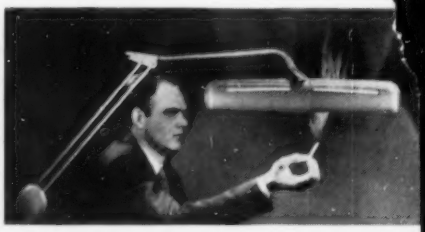
City ..... State .....

For More Information Circle No. 182

seconds later. One knob controls the machine's operation. Prompt return of originals after insertion into machine permits their speedy reinsertion when more than one copy is needed. Originals are automatically stacked in proper sequence on an adjustable tray; copies are delivered into a large tray by guide rollers which assure flat, positive stacking. Delivery tray has a movable magnetic stop for stacking various size copies efficiently. The tray can be extended to its full 19" depth to accommodate large office forms. Machine is a completely self-contained unit which does darkroom, special lighting or plumbing. Because the Copyflex process does not use a vapor developer, ducts for removal of odors are not necessary. The Model 250 operates on 230-volt AC single phase, 60 cycles, 22.5 amperes. It is 53½" high, 35" wide, 29½" deep. Feed table is 48" wide by 13¾" deep at center. Cabinet is made of heavy gauge steel in two-tone gray, baked enamel, hammertone finish. Similar to the Model 250 in size, appearance and function, but operating on a standard 115-volt AC, is the new desk side Copyflex Model 200. Models 250 and 200 are priced, respectively, at $1,790 and $1,590, fob Chicago. **For More Information Circle No. 377.**

FLUORESCENT LIGHT

Faries Lamp Division, Elwood, Ind. makes "RF" or Reduced Eye Fatigue lamps with a light louvered shade



permit a soft upward glow of light that cuts eyestrain by eliminating shadows and minimizing contrasts. There are six louvers in the top of the all-metal

Save time . . . costly errors . . .

STEN-C-LABLS can be prepared on any type of office equipment, such as IBM tabulating equipment, Card-o-type, Teletype, as well as manual or electric typewriters.

addressing multiple shipments as by-product of office procedure

With STEN-C-LABLS, you actually eliminate several steps in the usual multiple addressing process The STEN-C-LABL is addressed *at the same time* as your invoice, order or bill of lading, whatever your procedure or equipment. Addressing errors, mis-shipments are avoided

Shipping department makes unlimited impressions direct to PANL-LABL on carton with STEN-C-LABL applicator. You save the cost of buying gummed labels and the time to address and fasten to carton.

Thousands of dollars are being saved by present users by eliminating office addressing of shipping labels and cutting costs on handling of multiple shipments.

Learn how STEN-C-LABLS can help solve your multiple shipping problem.

Write TODAY for FREE brochure showing detailed operation.

STEN · C · LABL, INC.

2285 UNIVERSITY AVE. • ST. PAUL 14, MINNESOTA

For More Information Circle No. 257

Now you can count and "rubber stamp" at *1,000 a minute!*

When a single, electrically operated Tickometer will do the work of eight to ten people, why not get a Tickometer to do all your counting and/or marking jobs... coupons, slips, labels, cards, tickets, checks, tags, etc.?

The Tickometer is not only amazingly fast (counts and marks all kinds of paper forms at speeds up to 1,000 *per minute*), but it is so accurate, banks use it daily to count currency!

It feeds and stacks automatically, stops for damaged or irregular items, records both full and partial runs. Saves time, money wherever paper items have to be counted and/or "rubber stamped" or otherwise marked.

The Tickometer can also be equipped to code, date or otherwise imprint product labels and cartons for identification and quality control.

The Tickometer can be rented or purchased. Easy to use, it does not require trained operators. And PB service is available from 259 service points, coast-to-coast. Ask the nearest PB office for a demonstration. Or send the coupon for a free illustrated booklet and a folder of case studies.

Pitney-Bowes

TICKOMETER

Counting, Imprinting Machine

Made by the originators of the postage meter ... offices in 94 cities in U. S. and Canada.

PITNEY-BOWES, INC.
3435 Walnut Street
Stamford, Conn.

☐ Send free illustrated booklet
☐ Send free case studies

Name _____

Address _____

For More Information Circle No. 118

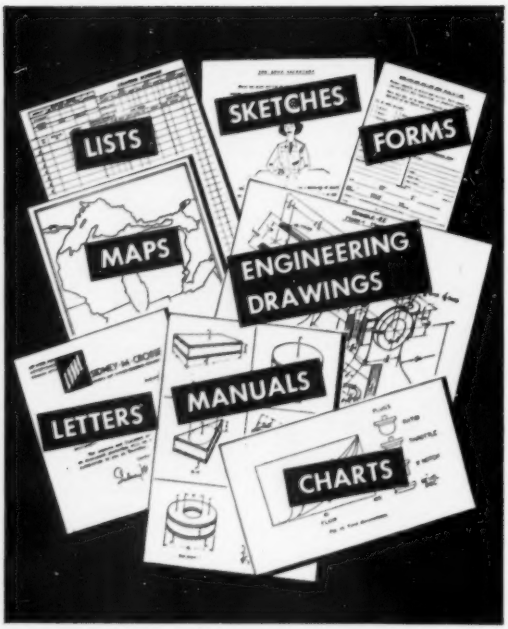
NOW...

for the first time!

with versatile

XEROGRAPHY

you can copy *anything*, written, typed, printed or drawn, onto masters for multiple copy runs using any of these processes:



OFFSET DUPLICATING, SPIRIT* DUPLICATING, DIAZO PRINTING

New developments in xerography make it the *one*, all-purpose, fast and economical process for copying onto different types of masters for duplicating . . . Now you can copy subjects like those shown above onto offset paper masters, pre-sensitized positive working metal masters, spirit* (or other fluid-type masters), translucent masters, by this versatile, photo-exact, dry electrostatic process.

WRITE for "proof of performance" folders showing how xerography is saving time and thousands of dollars for companies of all kinds, large and small.

THE HALOID COMPANY
55-22X HALOID STREET, ROCHESTER 3, NEW YORK
BRANCH OFFICES IN PRINCIPAL U.S. CITIES AND TORONTO

PRODUCTS FOR XEROGRAPHY · THE HALOID CO · ROCHESTER · N.Y.
XEROX ®

XEROGRAPHY

(ZE-ROG-RA-FEE)

The fastest, cheapest, most versatile way to make masters for duplicating

For More Information Circle No. 116

shade. The louvers also increase light efficiency 30% because dust which normally accumulates on the fluorescent tubes passes through the louvers. Lamps have a universal "friction free" adjustment employing the gravity principle. Adjustments are virtually unlimited and frictionless. Each lamp extends from 12" to 37". Eight types in both fluorescent and incandescent are included. Incandescent models also have a Kold shade which is cold to the touch even after continuous burning of a 100-watt bulb. All lamps are available in two brightness engineered finishes: silver gray and desert bronze. **For More Information Circle No. 331.**

ADDRESSING MACHINE

Master Addresser Co., 6500 West Lake St., Minneapolis 16, Minn., announced addition of the Model 90-H to its line of spirit process addressing machines. This incorporates the addressing and record keeping system of the Model 90 Card-Type addresser and in addition has

the advantage of foot operation which leaves the operator's hands free to handle the material being addressed. The Model 90-H Master Addresser prints from individual paper address slips which are prepared in a standard typewriter. For handling and filing, address slips are inserted in holder-cards which have

HEINRICH DIEHL G. M. B. H.
RECHENMASCHINENFABRIK
NÜRNBERG-STEPHANSTRASSE 49

WESTERN GERMANY

For More Information Circle No. 255

Certified
Office Machine PAPER ROLLS

The superior quality paper rolls used in cash registers, adding machines and teletypes in offices and stores everywhere!

- tested for micromatic accuracy
- guaranteed for smooth operation
- clean cut, lintless, without splices
- red ink warning marks near ends
- conveniently packaged in individual boxes

AVAILABLE AT ALL LEADING STATIONERS

DEALERS: Write for CASH REGISTER ROLL SPECIFICATION SHEET and prices today!

RITTENHOUSE PAPER CO.
6405 South Wentworth Avenue
Chicago 21, Illinois

For More Information Circle No. 233

a record area equal to a 5 x 7″ file card and can be filed in a 3 x 5″ card tray. Cards are available plain, printed with a stock form, or printed to the user's specifications. Envelopes, statements, postcards, bulletins, etc., are fed to the machine by hand and imprinted with an easy pressure of the foot pedal. Machine is mounted on a sturdy tubular steel table with adjustable leaves on either side and a pivoted shelf providing work area for two filing trays of address cards. **For More Information Circle No. 333.**

PORTABLE TYPEWRITERS

Underwood Corp., Dealer Div., 1 Park Ave., New York 16, N. Y., announces two improved design portable typewriters. Suntan and copper two-tone color styling and an extended paper support are fea-

tures of the new Underwood Deluxe Quiet-Tab Portable Typewriter. Its lower-priced companion, the Underwood Universal Quiet-Tab, is offered in an attractive horizon blue and dawn gray color combination. Both machines come

New!

PLASTIC ON PAPER

for pen and pencil copies

- Truly smudge free copy
- Two to three times longer wear
- More sensitive
- More copies at one writing

Flat sheets or register rolls
Colors: Blue — Black — Red — Semi or full coated
Write today for samples

MITTAG & VOLGER, Inc., Park Ridge, N. J.

For More Information Circle No. 206

Visi-Shelf FILING SYSTEM

SAME AMOUNT OF RECORDS IN HALF THE SPACE!

WITH DOORS
For Maximum Record Protection

and

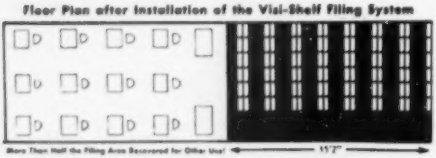
WITHOUT DOORS
For Greatest Record Accessibility!

HERE'S HOW THE VISI-SHELF SYSTEM CAN SAVE YOU SPACE—TIME—MONEY

Floor Plan of an Actual Filing Area Before Installation of the Visi-Shelf Filing System

This area was occupied by 196 four drawer letter filing cabinets with a filing capacity of 784 drawers or 20,776 filing inches.

Floor Plan after Installation of the Visi-Shelf Filing System



90 Visi-Shelf Filing Units, occupying less than half the original filing area, hold all of the records previously filed in the entire filing area! These units, with a filing capacity of 25,380 filing inches offer 4,604 more filing inches—an increase of 25% in filing capacity.

Visi-Shelf File, Inc. 0-10
105 Reade Street New York 13, N. Y.
Please send free catalog describing the new Visi-Shelf Filing System.

Name _____

Firm Name _____

Address _____

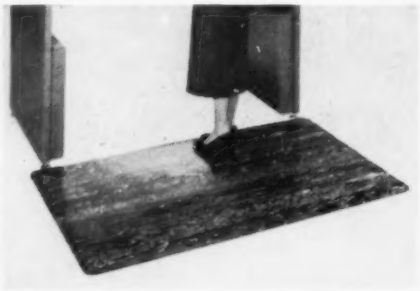
City _____ Zone ____ State _____

For More Information Circle No. 235

in streamlined contrasting two-tone carrying cases. These machines also have improved carriage rail construction for writing accuracy and greater ease of operation. Among the many big machine features, the Underwood Deluxe and Universal Quiet-Tab offer exclusive key-set tabulation, single, double and triple spacing, See-Set margins, automatic ribbon reverse, push-in variable line spacer, balanced segment shift and a margin release key that controls both the left and right margins. **For More Information Circle No. 325.**

FLOOR MATS

Tab Products Co., 57 Post St., San Francisco 4, Calif., offers Tab Foot Comfort Mats of rubber tile bonded to sponge rubber which lessen fatigue caused by standing on concrete floors. Employees who stand at their work feel better and work more efficiently. The beveled-edged rubber tile is of highest quality, bonded to the sponge rubber

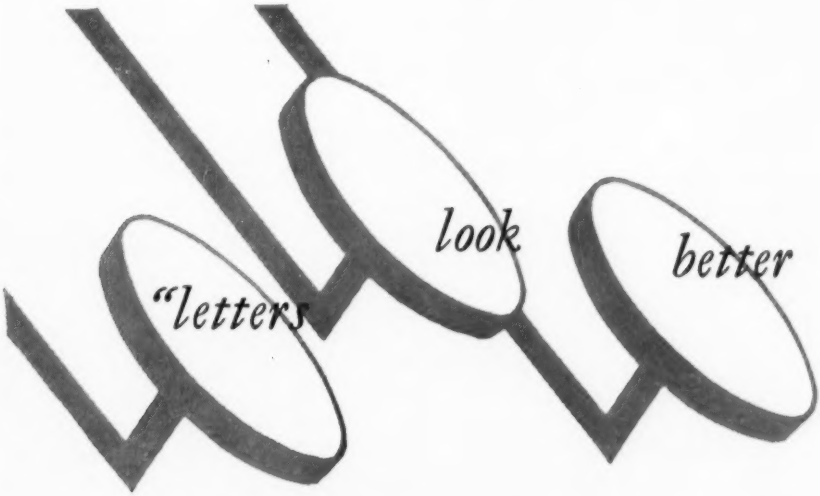


base to seal it off and keep it dirt-free. The mat is designed to maintain the proper degree of resilience for maximum foot comfort throughout its long life. Mats retain their lustrous look for years and outwear ordinary ones by as much as four or five times. The beveled edge enhances appearance and prevents tripping. Eight attractive colors to harmonize with any color scheme and make tabulating departments pleasanter to work in: green, light green, red, tan, black, brown, gray and blue, in a practical marble pattern. Colors go clear

through the tile and won't change or wear off. **For More Information Circle No. 368.**

SMALL SAFES

Remington Rand Div., Sperry Corp., 315 Fourth Ave., New York 10, N. Y., makes a complete new line of small insulated, fire-resistant safe for business and professional offices as well as for the home. Safes have certified 4-way protection against fire, impact, explosion and burglary, bearing the Safe Manufacturers' National Assn. label. They have been subjected to stringent fire tests assuring valuable paper protection. Crushing impact tests equivalent to falling walls or collapsing floors assure no damage to stored documents. A reduction in burglary insurance rates is possible through combination locks, drill-proof lock mechanism, uniquely designed



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For More Information Circle No. 310

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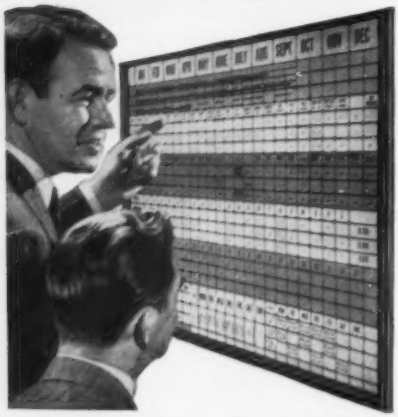

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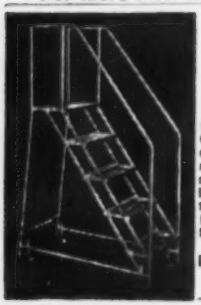
For More Information Circle No. 251



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For Filing Rooms, Stock Rooms, Vaults. Strong—Easy to Move, Easy to Climb.

Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 7 heights—3 widths. Send for Circular 53-O and prices.

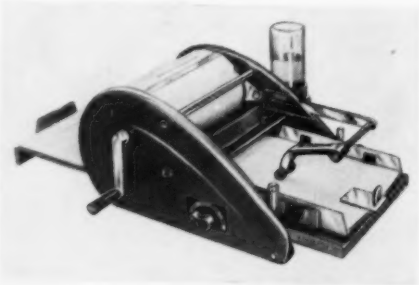
I. D. COTTERMAN, Mfr.
4535 N. Ravenswood Ave.
Chicago 40, Ill.

For More Information Circle No. 252

internal hinges, and automatic relocking device. Permanently dry insulation in the small safes has less than 3% moisure content before assembly, with rustproof bolt work and locking mechanism. Finished in standard Remington Rand Gray-Rite, safes also can be finished in olive green, walnut or mahogany on special order. Special colors are available at extra cost. **For More Information Circle No. 352.**

SPIRIT DUPLICATOR

Duplicators, Inc., 200 East 72nd St., New York 21, N. Y., makes the low-priced Alison 101 Spirit Duplicator of precision construction for smooth, easy operation. Its Visi-Copy feature provides for stacking sheets at the rear of the duplicator and running them so that they come out face up at the front of the machine. This is the most convenient position for the operator to see that impressions are clear. Automatic paper feed takes any size from postcards to 15"-long sheets. Automatically operating side pads assure register control. Machine can print from one to five colors at one turn of the handle, at 70 copies a minute. A dial-set lever regulates pressure for dark or light copies. Fluid control is automatic with set-in wick provided. Machine has cast aluminum sides and molded aluminum drum with surface ground to .0005" accuracy for even all-over pressure and uniform impressions. Inset ball and needle bearings for smooth action. Furnished with four rubber



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PARTITION-ettes*†
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modular,
packaged offices in both
steel and **wood**

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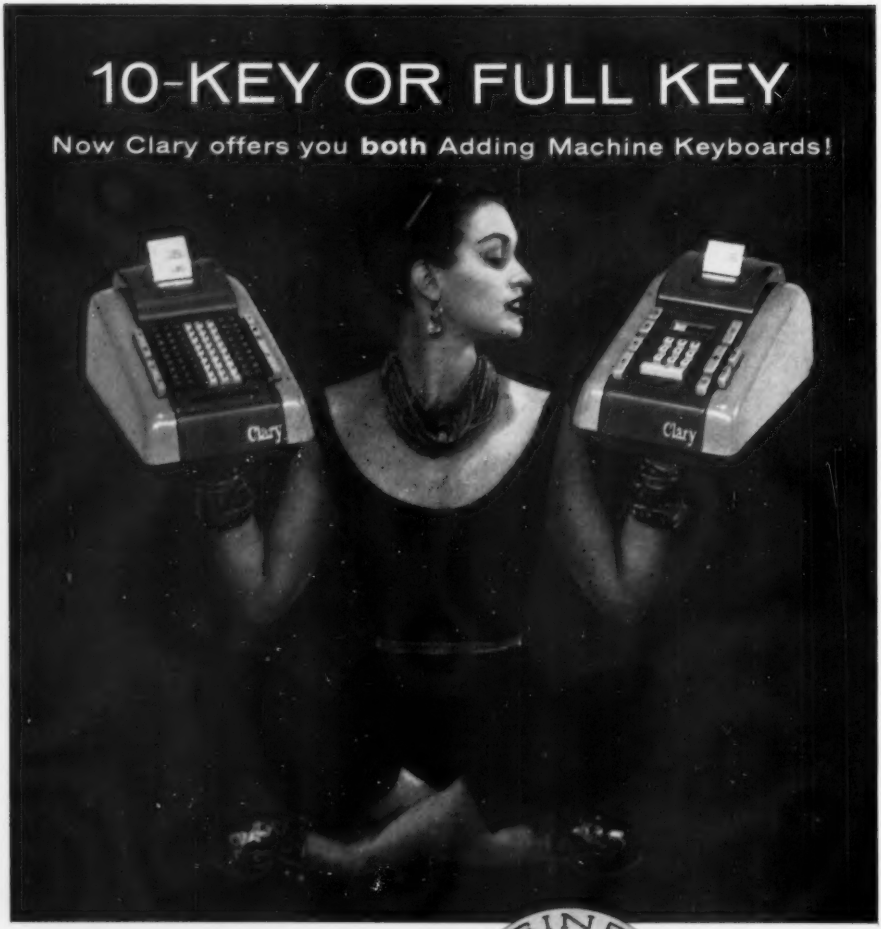
For More Information Circle No. 138

10-KEY OR FULL KEY

Now Clary offers you **both** Adding Machine Keyboards!



Take your choice—they're both handsome, both quiet, with the lightest touch imaginable. They add, subtract and multiply as fast as fingers can fly—the Clary never holds an operator back. All the controls are power driven...and she'll enjoy the miracle of easy division without the use of tedious reciprocal tables. Clary factory branch offices and dealers are listed in your yellow pages. Call for a Clary demonstration in your office...today!

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Clary Corporation
San Gabriel, Calif.

CREATOR OF MODERN COMPUTING MACHINES AND CASH REGISTERS FOR AMERICA AND THE WORLD

For More Information Circle No. 153

wheels, finished in gray with chrome trim, the Alison 101 lists at only $145. **For More Information Circle No. 353.**

TAPE & DISPENSERS

Minnesota Mining & Mfg. Co., St. Paul 6, Minn., offers two deals (Deal R and Deal S) which include two Scotch

brand deluxe desk dispensers and 12 rolls of either ½" or ¾" by 1,296" Scotch cellophane tape. Deal R, with ¾"-wide tape, saves $2.96 per deal; Deal S, with ½"-wide tape, saves $2.63 per deal. Each deal is sold as a complete unit and contains the tape and two handy dispensers in one package with the second dispenser included at no extra cost. Deals good only until Nov. 30. **For More Information Circle No. 357.**

REPLY CARD STENCIL

A. B. Dick Co., 5700 W. Toughy Ave., Chicago 31, Ill., makes a stencil form to mimeograph business reply cards simply

and economically. The usual form of a reply card is impressed on the stencil. All the user need do is type in the permit

NEW • FASTER • EASIER • Automatic!

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- **SPEED**—*up to 3000 per hour*
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For More Information Circle No. 227

number and letter in the return address. Mimeographed reply cards are approved by the U. S. Post Office Dept. The user must obtain the usual permit for which there is no charge. Packaged in a glassine envelope, the stencil is accompanied by complete instructions. It can be used on any stencil duplicator. **For More Information Circle No. 105.**

TIME STAMP

Dorson Corp., Dept. AH, 605 W. Washington Blvd., Chicago 6, Ill., makes the inexpensive Dorson Time Stamp which permanently records the year, month, day, hour and minute. It has a four-jewel movement and is designed for rugged, constant use. The printing surface has ample room for a two- or three-line rubber die which can be made to

customer's specifications and show company name, address or any other required data. The Dorson Time Stamp is used by companies over the world for marking mail, invoices, orders, messages, instructions, etc., because it provides proof of (1) when it arrived, (2) how long it took, and (3) when it left. Available in either hand-set or key-set models

For More Information Circle No. 409→

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12 Everlasting colors SARAN webbing woven of Firestone's famous VELON. Gives cushioned comfort with 100% circulation of air to let your body breathe. Will outwear any other upholstery.

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6 easy adjustments to fit all body types. Extra wide seat.

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Enduring
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For More Information Circle No. 223

at the same low price. The hand-set model can be immediately set and wound, while the key-set requires a separate key which makes it tamperproof Both have the same 40-hour jeweled-balance movement. An exclusive feature is the patented spring base which keeps the rubber printing surface off the ink pad when the stamp is not in use This preserves the die and assures a clean impression every time. **For More Information Circle No. 375.**

MEMO CALENDAR

Wilson Memindex Co., 149 Carter St., Rochester 21, N. Y., makes Daydex calendars with patented arrangement of pages, hours and dates to keep daily schedule for the entire week always visible but only today's memos and appointments are on top. Daydex is 6⅛" x 8⅝" when closed. Each notation is designated by the day of the week, day of the month and hour. Indented

pages permit instant reference to any day. There is ample space for extra memos and data. Streamlined base of sea-gray styrene holds year's supply of calendar pages and is refillable to last for years. Durable, wear-resistant cover in matching gray flips closed for privacy. All pages are lithographed in dark gray on top-grade commercial bond. Double-weight, insertable book-marks are included with two years calendars and phone index. In gift box, the Daydex is $3.75. **For More Information Circle 336.**

...IT MAKES YOU BOTH LOOK GOOD!

You look good because every letter your secretary types is crisp, clear and distinctive—it says nice things about you and your company.

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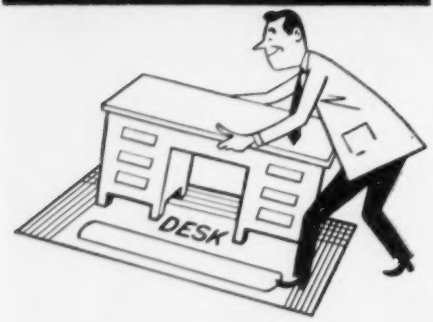
For More Information Circle No. 318

CHART-PAK FOR OFFICE LAYOUT



. . . because it's easier to move a template instead of a desk

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Exclusive! New! **Transparent** plastic layout boards and transparent office furniture equipment templates which can be typed, written (pen or pencil) or drawn upon! Chart-Pak materials also available for organization or flow charts, plant layout, or graphic charts. Write for details or use coupon.

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Company_____
Address_____
City_____ State_____

For More Information Circle No. 245

INTERCOM TELEPHONES

DuKane Corp., St. Charles, Ill., has introduced four flexible, automatic phone systems for internal communications. There is a 10-phone hookup which operates on a single line. Another 10-phone system utilizes two links so that four phones can be used at one time. Two more networks have 15 phones on three links, and 28 phones on four links. Up to eight phones can be used simultaneously with the latter system. Each phone dialed by one or two digits. If line is

busy, an automatic ring-back calls the party at other end as soon as link is cleared. Priority circuits can break through a busy signal so caller can talk to desired party without talking to an outsider. Paging buttons can be added to selected phones and will not tie up a conversational link. Secretary extensions have trunk line buttons for use between heavy traffic points to reduce busy signals. This equipment survived the atom bomb explosion in Operation Cue. For complete information **Circle No. 356 on Reader Inquiry Card.**

AIR FRESHENER

American Stencil Mfg. Co., 2714 Walnut St., Denver 5, Colo., makes Sure-Rite Jet Stream Air Freshener in an aerosol bomb package. Other products in the new Jet Stream line include Sure-Rite Jet Steam Type Cleaner, Sure-Rite Jet Stream Hand Cleaner and Sure-Rite Jet

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For More Information Circle No. 222

Stream Static Eliminator. Sure-Rite Jet Stream Air Freshener is designed to remove odors from a room in a few seconds. Now available through local office supply stores, the Sure-Rite Jet Stream Air Freshener provides fresh clean air in a room, instead of muggy, dank smells that irritate and antagonize. **For More Information Circle No. 330.**

REPRODUCTION TECHNIQUES

Robertson Photo-mechanix, Inc., 3067 Elston Ave., Chicago 18, Ill., offers a free technical booklet covering the operation of small cameras and negative making. Titled "The 320 Manual of Operation," the 45-page booklet explains how the Robertson 320 darkroom camera is used in engineering departments in conjuction with such processes as xerography, offset and stencil duplicating;

in photo departments along with view cameras and microfilming equipment, and also in sales, reproduction and advertising departments with offset duplicators and other such reproduction equipment. The manual contains articles explaining xerography, flash exposures, scaling copy and light arrangement. Sections deal with glass halftone work, line negative procedures, contact screen techniques, plus a step-by-step analysis for making circular contact screens, all simplified to enable the average layman

Photo taken at Jackson & Perkins Co., Newark, N. Y.

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Counting and segregating orders for many different types of rosebushes can now be accomplished quickly, easily, more accurately and with greater economy by use of The *Denominator*.

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For More Information Circle No. 152

INVISIBLE TAPE?

Won't shrink...
Won't cloud...
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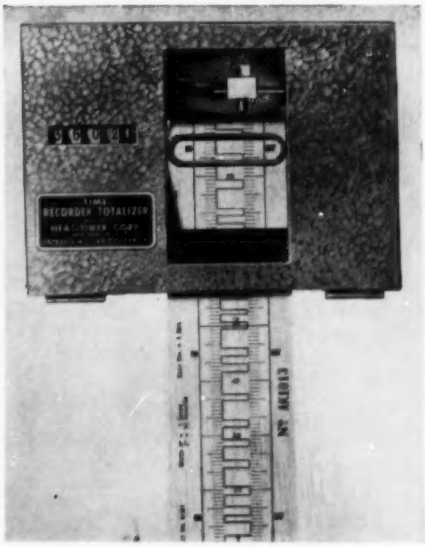
The term "Scotch" and the plaid design are registered trademarks for the more than 300 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining and Manufacturing Co., St. Paul, Minn.—also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

For More Information Circle No. 102

to understand it. The booklet has over 40 photographs and diagrams including charts to show proper screen distances, standard contact screens with corresponding film sizes, a system of simplified lens settings, and many more. Free from above address or **Circle No. 348.**

MACHINE TIME RECORDER

Recorder Div., Heat-Timer Corp., 657 Broadway, New York 12, N. Y., makes the Time Recorder-Totalizer which produces a continuous operation record of any electrically operated machine or process. Chronologically marked tape indicates the time and length of every "on" and "off" period. The total "on" time is also given, or totalizer



can be replaced with a counter to count operations or pieces produced. Recorded sections of the tape may be torn off or left to accumulate. One inexpensive roll will last several months; inking and cleaning are unnecessary. Tamperproof unit is easy to install on any machine, operates on 115-220, 60 cycle, VAC, costs $55. Write above for Literature OF or **Circle No. 354.**

For More Information Circle No. 262→

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Here's the heavy duty 6" roller moistener that meets every "most wanted" requirement. It's big enough to handle wide gummed tapes, extra-size shipping labels and large envelope flaps in both shipping rooms and offices quickly and neatly.

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For More Information Circle No. 241

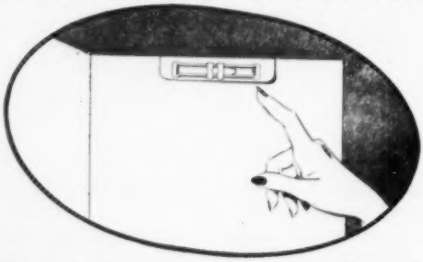
PARCEL POST SCALE

Pitney-Bowes, Inc., Stamford, Conn., makes the No. 3700 Parcel Post Scale with a keyboard zone selector. After placing package on scale, zone key is depressed and correct surface or air parcel post rate for only that zone can be easily read. The illuminated rate chart settles

quickly for faster reading and magnifying lens permits errorless seeing. Scale capacity is full 70 lbs. in 2-oz. graduations. Book rates are also indicated. Lifetime ball bearings maintain weighing accuracy without adjustment almost indefinitely. Scale is 23" x 17" x 11½" high; platform is 14" x 13½". **For More Information Circle No. 361.**

FILE FOLDER

Saf-T-Tab Co., 1123 El Retiro Way, Beverly Hills, Calif., offers a file folder



that eliminates torn finger nails and catching on metal fasteners. Available in letter and legal size, the manila

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For More Information Circle No. 183

Remedy

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City ..... Zone ..... State .....

For More Information Circle No. 226

folder conforms in every way with other products in current use, but conceals the metal fastener inside the folder, keeping the outsides free and clear for quick, easy handling. Made of quality manila stock, Saf-T-Tab outlasts ordinary folders and permits filing more folders and papers in smaller spaces without scratches and tearing of nails. **For More Information Circle No. 342.**

FOR COLOR PROJECTION

Ozalid, Division of General Aniline & Film Corp., 173 Ozaway, Johnson City, N. Y., makes an improved line of Ozachrome Viewfoils for visual aids. These films produce images in five strong, vivid colors: black, blue, red, orange or green. They are made by the Ozalid process in seconds directly from translucent originals and used in overhead projectors to convey large, clear, multi-color images onto screens and walls. The brilliant hues enable instructors to dramatically

OFFICE PLANNING? OFFICE DESIGNING?

THE PLANORAMICS OFFICE LAYOUT KIT . . .
with indestructible self-adhering templets (no glue or sticky residue) So easy . . . anyone can use it . . . and with results matching those of a professional. Saves time of expensive personnel. Lends itself to cooperative planning. Errors corrected with the flick of the finger.

* More than 47 different items
* More than 1,000 templets
* Templets and Grids ¼" scale
* Grids made of sturdy transparent Laminated Plastic
* Perfect for Reproduction

Priced at $34.95 for complete set
Additional information and samples on request
Please ask for our Brochure on our New Product Plan-O-Board for Scheduling, Programming, etc.

PLANORAMICS
631 East First St., Boston 27, Mass.
For More Information Circle No. 265

illustrate points under discussion while facing their listeners. Ozalid also makes an improved line of Ozachrome True Color films for lithographic color proving. These produce images in cyan, magenta, yellow and black that faithfully match the spectrophometric characteristics of the printing inks most widely used. They can be superimposed to produce practically any color that can be printed on lithographic or gravure presses. Made directly from separation positives, Ozachrome True Color films eliminate the need for proof plates and proof presses and cut proving time by 75% or more. Use of these films enables a retoucher to do continuous, inexpensive proving while making corrections. Both Ozachrome Viewfoils and Ozachrome True Color films can also be used as color overlays and displays. **For More Information Circle No. 337.**

TYPEWRITER TABLE

Ajusto Equipment Co., 2144 Madison Ave., Toledo, Ohio, makes the No. 2228 Typing Table of 1⅛" by 16 gauge tubular steel, electrically welded into a one-

WASSELL CORRES-FILE ORDER DESKS

give finger tip control of all records. Cards and correspondence or orders can be mixed. All records instantly available.

Free **DESCRIPTIVE CATALOG**

Effective Tools for Effective Management

WASSELL ORGANIZATION, INC. Westport, Conn.

For More Information Circle No. 237

Safeguard Your Business Secrets

Now you quickly and easily destroy confidential papers and obsolete records right in your own office.

NEW SHREDMASTER

Bantam 10

Portable shredding machine designed especially for office use, the size and weight of a business typewriter!

Bantam 10

The only office paper shredding machine that destroys confidential papers quietly and cleanly. Greater capacity, speed and safety than ever before! Compact, modern design. Exclusive slanted gravity feed speeds shredding of paper in multiple thicknesses, tickets, cards, coupons and labels. Anyone can operate the **Bantam 10.** Safety throat assures protection. Priced well within the budget of all businesses, large or small.

Manufacturers' guarantee. Authorized dealers in most cities.

FREE:

Illustrated descriptive folder includes 10 day free trial details. Write **"BANTAM 10"** on your letterhead or postcard, and mail today to:

The SHREDMASTER Corp.

Manufacturers Of The Most Complete Line Of Office And Industrial Shredding Machines!

A Division of Self Winding Clock Co., Inc.

213 Willoughby Ave., Brooklyn 5, N. Y.

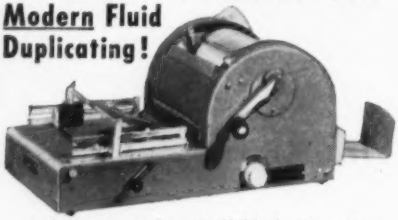
For More Information Circle No. 244

piece frame. Ajustrite arched design and U-bar bracing which prevents leg wobble. Made in three heights: 26½", 28" and 30", and screw jack rubber nose glides

permit 1" additional height. Standard table top measures 22" x 28" but other sizes are available. The table also has a 7" x 13" x 17" book holder made of

BUY REX-O-*graph*

for Cleaner . . . Quicker . . . Modern Fluid Duplicating!



- Accurate copies of all kinds of work!
- Announcements, letters, office forms!
- Colors from one Master, one run!
- Postcards to 9"x14" size . . . tissue to card stock!
- Automatic paper centering!
- Precision-built, trouble-free!

MODELS FROM $98.50 to $878
(Plus Tax . . . F. O. B. MILWAUKEE)

DEALERS: Choice areas open for steady profits on equipment and supplies!

REX-O-*graph, inc.*

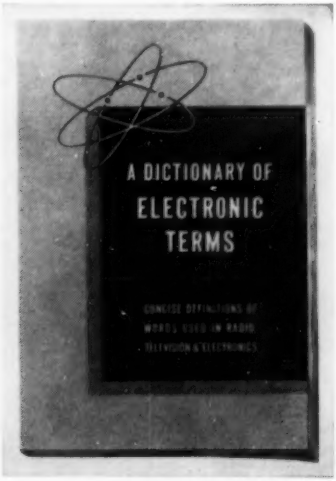
7844 W. Hicks • Milwaukee 14, Wis.

For More Information Circle No. 264

expanded steel mesh, rubber mounted to frame without the use of either screws or bolts to further cut down any vibration and noise. **For More Information Circle No. 363.**

ELECTRONICS DICTIONARY

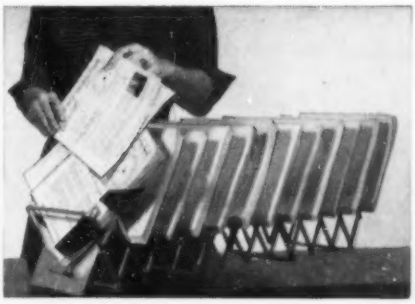
Allied Radio Corp., 100 N. Western Ave., Chicago 80, Ill., have published a completely revised edition of "A Dictionary of Electronic Terms" containing over 3,500 terms. Edited by Gordon R. Partridge, associate professor of electrical engineering, University of Purdue, it is an accurate, up-to-date reference



source of words used in the rapidly expanding electronics field. Definitions cover mostly modern techniques and equipment, but include many words no longer in general use, retained for historic reasons. Over 150 illustrations and diagrams of components, equipment and electronic circuits are included. Printed in handy 6" x 9", 72-page format; 25c a copy from above address. **For More Information Circle No. 378.**

AUTOMATIC TAPE PUNCH

Clary Corp., San Gabriel, Calif., announced that it is now producing a high speed Automatic Tape Punch unit to be



Free! with each *Evans*
GATHERING RACK

For Even Faster
COLLATING

3,500 sheets an hour easily gathered by one worker without fatigue. *Evans* Gathering Racks are GUARANTEED to give *quicker* and *more accurate* results than any other collating aid on the market.
Racks are aluminum, in vertical or horizontal models, with 6, 12 or 18 sections. Each section holds 500 sheets at inclined angle. Non-skid in use, racks collapse for setting aside.
JOGGER, aluminum, fits end of any TU (horizontal) Rack. Gathered sets are dropped criss-cross into Jogger. As hand lifts forward to resume gathering, handle is tapped—and sets jog neatly for removal.
SHOWN: 12-section TU Rack with Jogger. Rack is $16.50—Jogger $10.00. (7 other Racks from $10.00 to $25.00).
***TACKY-FINGER** is an amazing new product —superior to wet sponges, etc. Stainless, odorless, greaseless — eliminates paper-fumbling. Should be on every desk. Box of 12—$6.00.

See Your Dealer or Write:

Evans Specialty Co., Inc.
1803 E. Grace St., Richmond 23, Va.

For More Information Circle No. 258

there is nothing finer in metal

Milwaukee **creates**

a great clerical posture chair

This is the peerless clerical posture chair, a triumph of METAL-LUX design and craftsmanship. Incorporates MILWAUKEE'S exceptional posture comfort advantages coupled with an extra-large seat. Features a virtually indestructible all-steel frame and base, stainless steel scuff plates, a superior spring unit seat, cushioned hinged back rest, tilting back support, and velvet-silent service. Unquestionably the finest clerical posture chair available in metal.

Visit us in Room 536-A
Conrad Hilton, Chicago

Write for the complete profit details covering the METAL-LUX Model M-8200 Clerical Posture Chair

MILWAUKEE METAL FURNITURE COMPANY
101 N. Campbell Ave., Chicago 12, Illinois

For More Information Circle No. 259

operated in combination with its various office machines in automation and integrated data processing systems. **For More Information Circle No. 376.**

HAND CLEANER

Burroughs Corp., Detroit 32, Mich., have added a dry wash hand cleaner, ideal for use by office personnel, to their line of business machine supplies. The new cleaner, a chemical foam type, was jointly developed by cosmetic chemists and Burroughs laboratory technicians. It is especially prepared to quickly remove ink and hectograph stains, carbon paper and typewriter ribbon smudge, grease and oil, cosmetic stains and dyes. Attractively packed in a colorful and

handy pressurized aerosol container. A small amount on the hands, rubbed in, then wiped dry, will clean them without roughening, reddening or burning. Lanolin is generously used in the formula. The cleaner comes from the container as a pure white foam with a slight pleasantly perfumed aroma. Extensive field tests show it not only is a superior hand cleaner, but that it will also clean machine cases and other painted surfaces equally as well. No water is needed with it, neither will it harden or deteriorate in the pressurized 10-oz. dispenser which releases nearly a "pail full" of the cleansing foam. **For More Information Circle No. 379.**

"I Can't wait to meet you!

Please drop by and see me at the National Business Show, Oct. 24-28 {I'll be in booth P-7!}"

The most efficient office girl in the world . . . Manpower Sue!

You'll learn a lot from Manpower Sue. She'll show you how you can save company expense and your own valuable time just by calling Manpower, Inc. for work overloads, emergency or seasonal office problems or any special projects.

Which of these Manpower, Inc., services do you need?

- **Typing**
- **Filing**
- **Surveys**
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- **General Office Work**
- **Office Machine Work**
- **Telephone Answering Service**
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THESE ARE JUST A FEW OF OUR SERVICES!

Use our bonded, insured employees in your office or ours. For any length of time from four hours to a day, a week, a month or longer. We pay them and keep ALL records. You don't worry about advertising, screening, interviewing, record-keeping, Social Security, etc. You pay only for actual hours worked at surprisingly low rates. No holiday, vacation or sick pay... no "fringe benefits". Think of the time and money you save by using Manpower, Inc.!

NOW OVER 50 OFFICES FROM COAST TO COAST AND ABROAD

Use us in any or all of the 50 cities where we have offices. Assure yourself uniform high standards of service.

To find out more about how we can help *you*, write today to Mr. Orrin, OFFICE SERVICES DIVISION. (And be sure to see Manpower Sue at the National Business Show. You'll be glad you did!)

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330 West Kilbourn, Milwaukee, Wisconsin

WORLD'S LARGEST COMPLETE BUSINESS SERVICE

For More Information Circle No. 115

Wouldn't you like samples of the **world's largest selling pencil?**

You'll find EAGLE MIRADO* smoother, stronger, longer-lasting ...the most efficient your office can use

Are you using the right degree of lead for each job? Write on your letterhead for *free samples* of

MIRADO

No. 1 *(Soft)*
No. 2 *(Medium Soft)*
No. 2½ *(True Medium)*
No. 3 *(Medium Hard)*
No. 4 *(Hard)*

EAGLE PENCIL COMPANY
Department D-10
703 East 13th Street
New York 9, N. Y.
*®

For More Information Circle No. 243

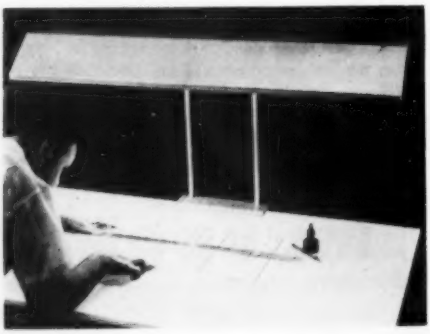
LINE SPACER

Force Western, Inc., 216 W. Jackson Blvd., Chicago 6, Ill., offers the Dri Flo Linemaster, a simple device which allows drawing evently spaced, straight or curved lines. The Linemaster is placed against a straight edge or curve, pencil or scriber is inserted in the proper slot

and line is drawn. The Linemaster positions itself automatically for drawing subsequent lines without making measurements or guide lines. It can be used for ruling forms, spacing lettering or other elements in a layout, crosshatching, etc. Made of transparent plastic, 2¼" in diameter, the Linemaster retails at 50c. **Mor More Information Circle No. 346.**

FLUORESCENT LAMP

Midwest Lighting Products Co., Box 536, Cleveland 7, Ohio, makes the Draft-o-Lamp which illuminates the en-



The impression you make there----

depends on

the impressions

she makes here

Better be sure

she uses

a ribbon by--

YOUR LETTERS will be neater, cleaner, when they are typed with Old Town typewriter ribbons. These quality-controlled ribbons are made from the finest inks and fabrics. They are self-renewing, wear uniformly and produce clear, sharp characters at all times without blur or smudge. And your secretaries will appreciate the smooth, clean erasures.

Another tip for neater correspondence . . . have your secretaries change their typewriter ribbons regularly. Tired, worn ribbons make the most sparkling letter dull reading.

A FREE TYPEWRITER RIBBON FOR YOUR SECRETARY

Prove to yourself that an Old Town ribbon *does* make a difference in your correspondence. Simply have your secretary address her request to us on your company stationery stating the make and model of her typewriter and the kind of type—pica (large) or elite (small). We will send her, free of charge or obligation, an Old Town ribbon for her machine along with an interesting informative folder describing the various fabrics and inkings for typewriter ribbons and the uses for which each is designed. Write Old Town Corporation, 345 Madison Avenue, New York 17, N. Y. Dept. O-10.

Old Town

World's foremost maker of carbons, ribbons, duplicators and duplicating supplies

TYPEWRITER RIBBONS

For More Information Circle No. 181

"Mechanized mail tying needed to keep up with other fast office machines,"

says Allen Grawoig, Vice President, CONTINENTAL PRODUCTS CO., Chicago

Learn for yourself why Continental, one of the country's leading wholesale mail order firms, like thousands of others, has switched to Bunn Tying Machines to keep pace with other high-speed office machinery.

Try this simple test in your own office to prove that Bunn Package Tying Machines can save you time and money. Time how long it now takes a hand tyer to tie a bundle of mail. Compare the results with the 1½ seconds or less required by a Bunn Tying Machine.

GET THE WHOLE STORY

Learn how these Bunn Tying Machines can help you save time, money. Write today.

BUNN

B. H. BUNN CO. Dept. OF-105

7605 Vincennes Avenue, Chicago 20, Illinois

For More Information Circle No. 238

tire working area with 100 footcandles. It provides perfect, shadowless light even on the corners of a drafting board. Designed for use with two 40-watt lamps, it is adjustable for height and clamps on the back of any drafting board, large or small, where it is out of the worker's way and does not interfere with his use of the T-square. Absence of heat radiation makes for comfortable working conditions. Instant starters result in immediate full-board, non-flickering lighting. There are no moving parts to wear out or continual adjustments to make. Made with a heavy cast base, the lamp is easily installed in a few minutes. Delivered complete with extension cord. Shipping weight 30 lbs. **For More Information Circle No. 351.**

STAMP PADS

S. S. Stafford, Inc., 609 Washington St., New York 14, N. Y., makes stamp pads in new thin containers of attractive, modern design. The repeat cover

design by industrial designed Norbert Jay is in the color of the pad's ink, and suggests the product in use. Available with improved washable or indelible inks

"*National* Accounting Machines save us $100,000 a year . . . return 112% annually on our investment."

—Convair Division of **GENERAL DYNAMICS CORP.**
"Builder of the World's Most Advanced Aircraft."

"Our National Accounting Machine System at San Diego saves us $100,000 annually in operating costs . . . thus paying for itself every year. Valuable information furnished by our Nationals affords us further savings. It gives us other savings, too, by furnishing prompt information that permits inventory reduction, reduction of shortages, and a much better control of both production and commerical inventories.

"We estimate that total savings repay about 112% annually on our investment."

R H Bixon
Vice President, Convair

In your business, too, National machines will pay for themselves with the money they save, then continue savings as annual profit. Your nearby National man will gladly show how much you can save.

*TRADE MARK REG. U. S. PAT. OFF.

National
ACCOUNTING MACHINES
ADDING MACHINES • CASH REGISTERS

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO
977 OFFICES IN 94 COUNTRIES

For More Information Circle No. 114

NOW OFFICE BINDING CUT TO A MINIMUM BOTH IN COST & TIME

You can now plastic bind your own presentations, catalogs, sales bulletins, etc., any size — any color, to last forever. Pages lie flat — covers turn back to back — either loose leaf or permanent. Anyone can do it. For HOME use too . . . for photo albums, scrap books, etc. A complete kit with punching machine and 150 *brilliantly* colored plastic TAUBER tubes.

(Illustration of two hole kit).

$11.90

FREE — *Write Dept. O-10 for literature that explains dozens of other uses and illustrates other TAUBER binding equipment.*

TAUBER PLASTICS, INC.

200 HUDSON STREET, N.Y. 13, N.Y.

For More Information Circle No. 311

NOW!! ON THE MARKET

NIPPO

POCKET CHECK WRITER

This Check Writer is light weight (about 10 oz.) and durable. May be carried in pocket or brief case. Equal in efficiency to heavier model.

NIPPO MACHINE INDUSTRY CO., LTD.

Manufacturers

Tenjin-cho, Nishi-ku, Yokohama, Japan

For More Information Circle No. 313

in all colors and all pad sizes: 0, 1, 2, 3. Packed 12 to a box. **For More Information Circle No. 349.**

SOUND CONTROL

Mid-West Noise Control, Dept. 100, Indianapolis, Ind., offers Tone Cones

which are designed to absorb the sharp, penetrating noises made by office equip-

Save Time...

REDUCE EYE STRAIN with the sensational . . .

Roll-a-Liner

AN INDISPENSABLE TOOL FOR OFFICE AND PROFESSIONAL WORK

STENOGRAPHIC	Typing from copy made easy
★ ACCOUNTANTS	Lines up figures for easy checking
★ ARTISTS	Replaces T-square for parallel lines and sketches
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A size for every requirement
Scale lengths of 6, 8½, 12, 15 and 18 inches.
Priced from $4 — Dealerships Available

THE ROLL-A-LINER CO.

19 W. CARRILLO STREET SANTA BARBARA, CALIF

For More Information Circle No. 314

INVINCIBLE "MODERNEASE" CHAIRS

Executive Chairs

Secretarial Chairs

Conference Room Chairs

Posture Chairs

Newest addition to America's fastest growing line of quality office furniture

You'll offer an Invincible Modernease chair to any caller with pride . . . you'll sit in yours in matchless new comfort. Modernease chairs are handsomely styled to complement famous Modernaire desks and Modernette wall units. They're comfort-engineered for restful seating throughout your business day. See the new Invincible Modernease chairs today.

Set the pace for better business living

NEW FULL-COLOR BOOKLET FREE!

12 pages of decorator-planned color combinations and office arrangements. Ask your dealer or write.

INVINCIBLE

METAL FURNITURE COMPANY
MANITOWOC, WISCONSIN

In Canada: A. R. Davey Company Ltd, Factory Representative
175 Bedford Road, Toronto 5, Canada

For More Information Circle No. 113

1 Numbering Machine 10 Jobs go Faster . . .

FORCE 150

Automatic, all-purpose numbering machine speeds up dozens of everyday jobs in office or plant. (Provides consecutive, duplicate or repeat numbering.) See your dealer or let us send our catalog *"How to Select a Numbering Machine."*

Specify FORCE for the Finest

WM. A. FORCE
& COMPANY INCORPORATED
216 NICHOLS AVENUE, BROOKLYN 8, N. Y.

For More Information Circle No. 280

SORT-O-FILE

SAVES 20% TO 60% TIME

30 Models. Systems Sorting Service

THOUSANDS IN USE

For fast hand-sorting of cards, checks, letters, invoices, orders, business forms or public documents. We make all types from tiny desk models to shuttle-carriage machines. Write for illustrated circulars.

Representatives everywhere.

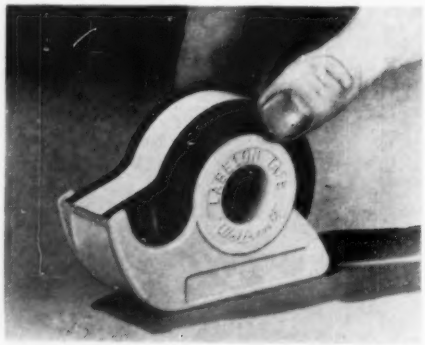
Associated Industrial Designers
P.O. Box 39652, Los Angeles 39, California
Plant: 1248 East Sixth Street
Warehouse: New York, Chicago

For More Information Circle No. 281

ment. They are said to accomplish the effect of an acoustic ceiling, without the mess and time it takes for installation. Tone Cones can be moved from place to place, if necessary. Price $53.50. **For More Information Circle No. 335.**

TAPE DISPENSER

Labelon Tape Co., 450 Atlantic Ave., Rochester 9, N. Y., announces a molded plastic dispenser holding 400" of "write on it" Labelon 1" wide tape. Similar to the dispenser for other smaller Labelson widths, the new dispenser is



molded to a distinctive design that features appearance, smooth edges, stability and efficient cutting bar. Despite the advantages of this plastic dispenser over the former cardboard model, prices for Labelon Tape on the dispenser remain the same. Tapes are available in white with narrow borders in blue, red, green and black. Samples available from above address or **Circle No. 334.**

PAYCHECK ENVELOPES

Outlook Envelope Co., 1001 W. Washington Blvd., Chicago 7, Ill., offers free samples of Outlook Paycheck Envelopes on which they now print (to order) on any Paycheck Outlook Envelopes: "Your salary is a strictly private matter between your employer and you. It is unnecessary and inadvisable to discuss it with other employees. Your check in this sealed opaque Paycheck Outlook envelope provides positive privacy, also a

1. Payroll Summary
2. Individual Earnings Record
3. Payroll Receipt

National's Multiple Posting Binder for Payroll . . .
Also Saves Time on Accounts Receivable and Payable

This new "3 in 1" binder assures "3 in 1" speed in payroll record-keeping. Each binder handles up to 35 employees and *one entry* takes care of Payroll Summary, Individual Earnings Record and Payroll Receipt. It's a real clerical time and money saver — minimizes copying errors, also. Yes, and the binder may be used for receivables and payables. Your own checks are good — no special checks are required. The cost of the binder complete with forms is low. Write for Folder MP-1 for full details.

FEATURES:

- 3 records in 1 writing.
- Not necessary to arrange forms in alignment on pegs as in other systems.
- Mechanism holds stock columnar pads for other types of systems requiring multiple writing . . . accounts receivable . . . accounts payable . . . analysis records.
- Compact . . . portable . . . easy to operate.
- No special checks required.

NATIONAL

Dealers Everywhere

NATIONAL BLANK BOOK COMPANY
HOLYOKE · MASSACHUSETTS

For More Information Circle No. 107

TRY THIS MODERN WOOD BLOCK STAMP PAD! . . . . . .

Outlives Two Ordinary Stamp Pads

- Wood Block is chemically treated to hold large amounts of ink and to feed just the right amount to the surface!
- Ink dries instantly on paper yet never dries in the pad!
- Pad surface is always flat and firm does not collect lint!
- Ink cannot gush up between the type causing a blurred impression!
- Impressions are always strong, clear, brilliant and waterproof!
- Ink penetrates pad quickly, will not stand on surface as with ordinary pad!
- Clear-Print Ink and Pad are never affected by moisture or humidity!

FREE SAMPLES gladly sent to interested Dealers!

L. A. PHILLIPS, President

Phillips PROCESS CO. 192 MILL ST., ROCHESTER 14, N.Y.

For More Information Circle No. 307

certainty that your check cannot be delivered to someone else." **Circle No. 381.**

VISIBLE FILE SIGNAL

George B. Graff Co., Cambridge 40, Mass., makes Crimpgraf transparent crimped signals for pocket visible files, in 12 colors and two sizes; ¼" and ½". In addition to the conventional packing of 100 signals of a color to the box,

Crimpgraf can be had in a handy display carton (illustrated) with 20 Crimpgraf Signals to a cellophane-covered card and 25 cards to the carton. The standard color assortment in this unit includes six of the most popular colors: light red, dark blue, pink, yellow, dark green and orange. **Circle No. 380.**

QUICK RELEASING TACKS IN ACTION

Put "Clippy" to work holding notices on your bulletin board. Sharp spring steel prongs drive into any nailable surface. Papers are quickly released whenever wanted. Ideal to hold blueprints anywhere in your shop, as well as work orders, maps, recipes, etc.

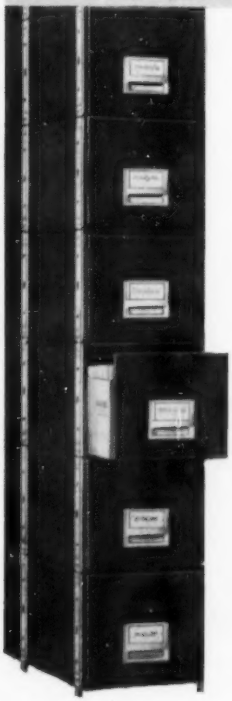
15 for $1.00 ppd. Free Literature. Dealers Wanted
Gringo Mfg. Co., 214 Elm Ave., Danville, Illinois

For More Information Circle No. 308

STRONG

because it's the FRAMEWORK that Counts

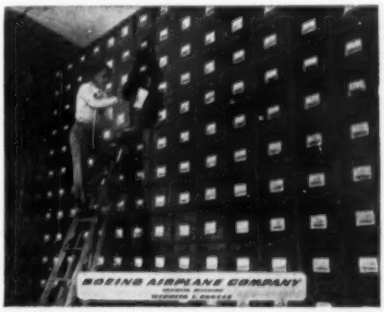
TRANSFER FILES **STAX ON STEEL** REG. U.S. PAT. OFF. TRANSFER FILES



STAX ON STEEL files are STRONG. Strong because heavy-gauge rust-proof channel steel side plates carry weight at four equal points, front and rear . . . **this gives vertical strength.** Strong because steel stackers fit snugly into place to give horizontal strength. Strong because key-hole-slotted side plates interlock units side by side . . . **this gives an entire file bank double strength.**

The strength of steel, combined with the economy of best quality corrugated fibre-board gives you an efficient file, at a reasonable price. They're handsome too! . . . in fade-proof bankers grey finish with rustproof metal drawer pull they look well even in the front office. You can stack STAX ON STEEL up to 25 units high, right to the ceiling and save plenty of valuable floor space. They interlock tightly without waste of lateral space.

Pictured at right is part of an installation of 6100 Stax On Steel file units in the file rooms of Boeing Airplane Co. of Wichita, Kansas. They stack them 12 high, to the ceiling—and find that records are always neat, clean and easily accessible.



STAX ON STEEL Transfer Files are available in Letter, Legal, Check and Tabulating Card sizes. Send for Catalog.

BANKERS BOX COMPANY

—SERVING STATIONERS SINCE 1918—

720 S. Dearborn Street

Chicago 5, Illinois

For More Information Circle No. 168

AUTOMATION

MAY SWEEP THE NATION—*BUT!*

. . . there'll always be a

DEALER

to SELL and SERVICE office machines!

. . . and dealers will always DEPEND ON

SHIPMAN-WARD

- the house that progress built -

for the latest and best in office machines • dealer service • supplies — to serve their customers better!

EXCLUSIVE WORLD-WIDE DISTRIBUTORS OF

B. F. GOODRICH PLATENS

REBUILT ELECTRIC TYPEWRITERS IN ATTRACTIVE PASTEL SHADES

Visit our NEW HOME in Chicago!

SHIPMAN-WARD MFG. CO.

320 West Ohio Street • Chicago 10, Illinois

Branches and agencies in major U.S. cities and Canada

For More Information Circle No. 242

Duplicator Saves 20 Hours Weekly

BY USING an office duplicating process, Azograph, the Los Angeles County central purchasing office has cut 20 hours a week from the time needed to produce its Stores Catalog. The process eliminates a smudge problem caused by the impact of addressing plates on the offset masters formerly used. Griswold & Company, Los Angeles distributor for A. B. Dick Co., said smudges left by the addressing plates can be removed from Azograph masters in one-twentieth the time formerly required. This means a big time saving since about 30 new pages of the 1,500-page loose leaf county Stores Catalog must be produced each day because of additions, deletions and changes.

When smudges do occur on the Azograph masters they are easily removed with an ordinary rubber eraser. The golden brown wax on the masters comes off without staining hands or clothing. Because it is so much easier to do the.

Erasures are easily made on Azograph duplicating masters.

erasing, it is done thoroughly and finished copies are smudge-free and easy to read. The catalog is used by deputy purchasing agents who buy supplies and services for the county and by warehouse personnel.

Reduces Payroll Work

The City of New York will hereafter figure employees' pay once a month, then make necesary deductions and divide the balance in half for issuing semi-monthly paychecks. This will halve payroll calculation work on 191,000 municipal employees.

Urges International Auditing

Freedom of accountants to practice across national boundaries is vital to the further development of international trade and investment, according to the foreign affairs committee of American Institute of Accountants. In a leaflet prepared primarily for businessmen with interests abroad, it points out that businessmen investing in other countries naturally "wish to be free to employ accountants and auditors of their own choosing," to encourage the flow of private capital across national boundaries. "Nationalistic restrictions on the practice of accounting may constitute a real barrier to international trade and investment." The committee urges that "a clause be included in treaties with all countries in which U. S. citizens have commercial and financial interests to provide that "nationals and companies of either party shall be permitted . . . to

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engage accountants and other technical experts regardless of the extent to which they may have qualified for the practice of a profession within the territories of (the) other party for the particular purpose of making examinations, audits and technical investigations for, and rendering reports to, such nationals and companies in connection with the planning and operation of their enterprises, and the enterprises in which they have a financial interest within such territories." Such clauses have been included in several recent treaties.

Heat Increases Errors

Stenographic errors increase 1,000% as the temperature increases from 78° to 96°, according to a survey taken during a Chicago heatwave. Typists' errors increased from an average of 11 per hour to more than 95 per hour as the temperature increased. The survey, conducted by Pyle-National Co., Chicago manufacturer of air diffusing and electrical equipment, also showed that in other lines of work, efficiency increased by more than 50% as the temperature fell off to the optimum of 78°.

In a drafting operation during the 11-day heatwave early in August, 564 work units were produced in 282 manhours. After the heat broke, in the same length of time and for the same kind of work, 807 work units were produced in 220 hours. Doctors say that as the temperature and humidity increase the heart rate also increases, causing fatigue and lowered output.

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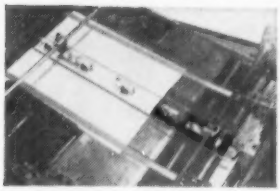

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Temco Employees Invented Their Own Time Computer

PERSONNEL at Temco Aircraft Corp., Dallas, maintain calendar-day records for some 7,000 employees using a Calcudator invented by three members of their personnel department: Garland Bearden, Joe Russell and Jean Tunstall.

Temco's machine shop had a jig-borer center an 18″ sq. sheet of heavy aluminum on his table, put a scribing attachment in the spindle, position the turntable's indexing head attachment and scribe 365 evenly-spaced lines in a circular pattern around the aluminum square. The 9″-diameter circle was cut out on a punch press and photographed onto metal template stock. The reproduction was placed in a lathe for a circular cut which sliced a 1¼″ ring off the edge of the circle bisecting the 365 scribe markes and allowing the outer ring to turn independently. Bisected scribe lines on the outer ring coincide with those on the dial. Both pieces are mounted on a heavy aluminum base. The inner dial, mounted on a pin, is turned with a twist of a Masonite knob. A Plexiglas sweep indicator, attached to the same pin, turns independently.

Index marks on the stationary outer ring are numbered, one through 365. Matching marks on the movable inner circle are grouped into months. And 52 indices on another circle — a 5″-diameter Plexiglas dial which moves with the larger inner dial—represents weeks of the year. This also is the basis for a Temco tabulating department review code.

Thus, when Jan. 1 on the calendar-day circle is aligned with 1 on the outer ring index circle, every calendar day is precisely aligned with its respective day of the month. Personnel has compiled a book of instructions for applying the Calcudator to all types of record-com-

puting problems. Under "Vacations," for example, the booklet presents this sample problem and solution:

Where an employee is rehired after layoff, has his seniority connected, was not eligible for pro rata vacation at time of layoff, and there is only one layoff involved, compute his vacation as follows:

a. Set employee's hire date to align with 365 on the outer ring index.

b. Move the indicator to align with date employee was laid off. This determines the number of days credit the employee has earned previously.

c. Allow the indicator to remain at the number determined under "b" above, and then align the date of employee's rehire with the indicator.

d. Employee's vacation eligibility date is that date which aligns with 365.

Personnel also uses the Calcudator to determine quickly the number of days employees spend on leave; when they are eligible for progressive wage increases; how much pro rata vacation a terminating employee is due, and answers to a half-dozen other types of record-keeping questions.

The Calcudator was invented and produced by employees of Temco Aircraft Corp., Dallas, to compute elapsed times.

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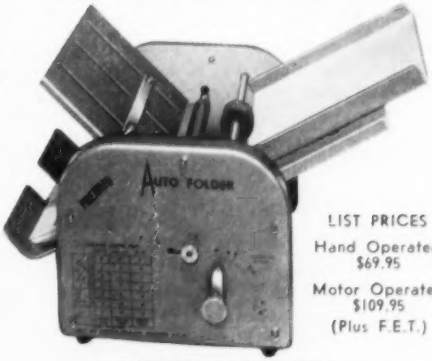

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NEWS of the Office

Eastern Computer Conference

Following are some of the program subjects announced for the Eastern Joint Computer Conference in the Statler Hotel, Boston, Nov. 7-9: Computers in Basic Business Applications, Operations Control with a Computer, Manual Use of Automatic Records, Evaluation of Sorting Methods; Cards, Tapes and Other Electronic Accounting Records; Document Processing, Trends in Systems Design, Computers with Remote Data Output, Programming Research, Storage and Retrieval of Information, Communications Networks in Digital Systems, Standardization of Computer Intercommunication.

CIA National Conference

The 24th Annual Conference of Controllers Institute of America will be held in the Hotel Statler, Los Angeles, Nov. 6-9. Dudley E. Browne, controller, Lockheed Aircraft Corp., is general chairman, aided by Wilbur R. Andreson, controller, Bekins Van & Storage Co. Fifteen industry conferences will be held under the general direction of Robert W. Michie, vice president, Chesapeake & Potomac Telephone Companies.

NABAC Convention Program

Robert H. Shepler, president, National Assn. of Bank Auditors & Controllers, stated that the program for its 31st Annual Convention in Denver, Oct. 10-13 will be based on bank auditing, accounting, operations and control, as the result of a survey conducted by program chairman James J. Durkin to determine the problems facing the nation's banks. Subjects will include: training future bank executives; accrual accounting; insurance program for banks; automation in banking; bookeeping systems and procedures; work simplification; drive-in walk-up banking; and bank income taxes. General chairman Rollo E. Jacobs stressed that a highlight of the program will allow delegates a choice of two simultaneous sessions. One will be devoted to the problems of large banks and the other to small banks.

NIGP Conference Oct. 16-19

The 10th Annual Conference of the National Institute of Governmental Purchasing at the Shoreham Hotel, Washington, D. C., Oct. 16-19, will cover the needs and interests of all public purchasing agencies. Outstanding figures in government and industry will address luncheon sessions and the conference will feature group breakfast meetings and practical round table discussions. One hundred companies will display their products. Complete information can be had from Albert H. Hall, executive director, 1001 Connecticut Ave., N.W., Washington 6, D. C.

Automation Conference in N.Y.

A review of automation will be provided at a special conference to be conducted by American Management Assn. at the Hotel Roosevelt, New York, Oct. 10-12. The program will include analyses of the nature and techniques of automation, case histories of its application, and assessments of its future. Registrants will receive an automation reference manual of several hundred pages, containing a glossary of automation terms,

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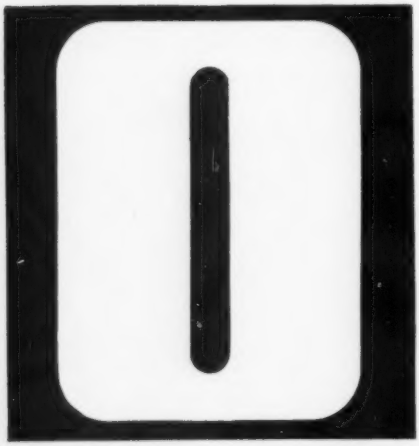


For More Information Circle No. 151

a group of case histories illustrated with charts and photographs, and other material on the subject.

Rochester Business Show

The Area 5 Conference of National Office Management Assn. will be held at the Sheraton Hotel, Rochester, N. Y., Oct. 21-22. Five seminars on the first day will be limited to 15 persons each. The Rochester Business Show will be open Oct. 20-22.

Credit Course by Mail

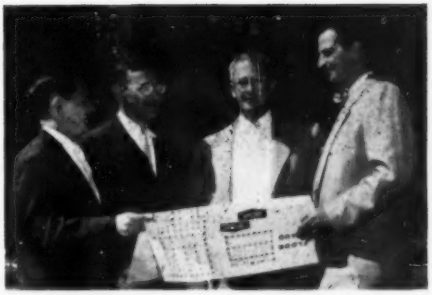
More than 400 credit men and women, sales executives and officers or partners in their companies have already registered for the Correspondence Course in Credit Analysis which begins Oct. 19 and lasts for 30 weeks. It comprises 16 chapters, or lessons. Examination questions, which accompany 12 of the chapters, must be returned every two weeks. Descriptive booklet from National Credit Office Inc., 2 Park Ave., New York 16.

Insurance Accountants

The 3rd Annual Pacific Coast Insurance Accountants Conference will be held Oct. 18 at the Sheraton-Palace Hotel, San Francisco. The opening address will be delivered by Hon. F. Britton McConnell, Insurance Commissoner of the State of California. Fred H. Merrill, vice president, Firemans Fund, will be moderator of a panel on "What Other Department Heads Expect from their Accounting Departments." Six panel workshops will follow. There will be an exhibit of IDP machines. Banquet speaker will be J. W. Reynolds, chairman of the board, United Pacific Insurance Co.

Lighting Can Be Rented

L. J. Segil, president of Luminous Ceilings, Inc., Chicago, said that complete ceiling installations can be rented. "The only tax advantage under the present system of outright purchase," he said, "is a long term write-off. Under the rental plan the entire amount can be written off taxwise as maintenance and service over the five-year period of the lease. Since acusti-luminous ceilings require maintenance, such as cleaning and replacement of fluorescent tubes, they comprise a bona fide maintenance and service expense to the lessee."



James Collins of the Conrad Hilton Hotel, with George Roubik, secretary, Office Management Assn. of Chicago; L. R. Chase, OMAC seminar and business show chairman; and Paul Holly, OMAC president, inspect floor plans of next year's show. The attendance record of 44,000 set last year is expected to be broken by an expanded business show, Feb. 12-15, 1956.

Natural Business Years

Companies considering a change of fiscal year are offered a list of suggested closing dates by the Natural Business Year Committee of American Institute of Accountants which surveyed a nationwide sample of certified public accountants to determine the natural business years of approximately 200 industries. The natural business year of a company is generally the 12-month period ending when inventories, receivables and outstanding loans are lowest. The survey resulted in changing 11 classifications from the dates published in 1946. Six industries were added. For a free copy of the list, write American Institute of Accountants, 270 Madison Ave., New York 16.

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Our Amazing Number Language

(Continued from page 100)

reason why he should have overlooked it) the two recent world wars could have been fought and finished before Columbus had discovered America!

By the 16th and 17th century, the abacus had developed into the counting board. The counting board and table remained the bookkeeper's friend for many years after the introduction of the Hindu figures. In Britain a variation of the counting board was the exchequer cloth, a fascinating combination of chessboard and ready reckoner. In successive editions of his book on arithmetic, *The Grounde of Artes* (1540-73), Robert Recorde, a mathematician, applied the counting board system to paper, and this, no doubt, made popular the pound, shillings and pence columns in account books, later to give way to the modest two columns of dollars and cents.

The remaining story of the romance of counting can perhaps be told in short sketches of two men of major vision. In France a young man, son of a tax collector, bored with working out sums for his father, invented an adding machine. This was about 1642 and the lad was Blaise Pascal. His invention consisted of toothed wheels, not unlike the idea of a clock. This was the first mechanical calculator and a replica of it can be seen in the South Kensington Museum, London. Sir Samuel Morland, in England, followed with an improvement and, later, in Germany and France machines were constructed which recorded progressive improvements.

Another genius was an Englishman born towards the end of the 18th century. Charles Babbage, the son of a banker, was a dreamer of dreams. In the South Kensington Museum at London, you can see his unfinished calculating machine, probably built in the 1830's.

AMA Office Conference in New York, October 17-19

BETTER SERVICE from the office to top and line management will be the theme of the annual office management conference of American Management Assn. at the Hotel Statler, New York, October 17-19. Some 1,000 office executives from all parts of this country and Canada are expected to attend.

The conference keynote will be sounded by Hal E. Nourse, vice president — economic controls, United Air Lines, Inc., Chicago, in the opening address. Speaking from the top management viewpoint, Mr. Nourse will point out how the function of the office is changing from accounting and records storage to serving as the center of company services and communications, and will indicate some of the implications of this change for the organization as a whole and for the office executive in particular.

Also on the opening morning, Robert E. Shull, administrative manager, Fine Chemicals Division, American Cyanamid Co., New York, will describe a new pattern for organizing the administrative function. He will tell what functions he has as "administrative manager to handle everything not specifically sales, technical, or production" and what the results have been to date.

The luncheon speaker, Saul M. Silverstein, president, Rogers Corp., Rogers, Conn., will take a broad view in his discussion of management as a universal language. At the concluding luncheon October 19, Mr. Silverstein, who has participated in a number of international management seminars and meetings, will report on his experiences in this international sharing of manage-

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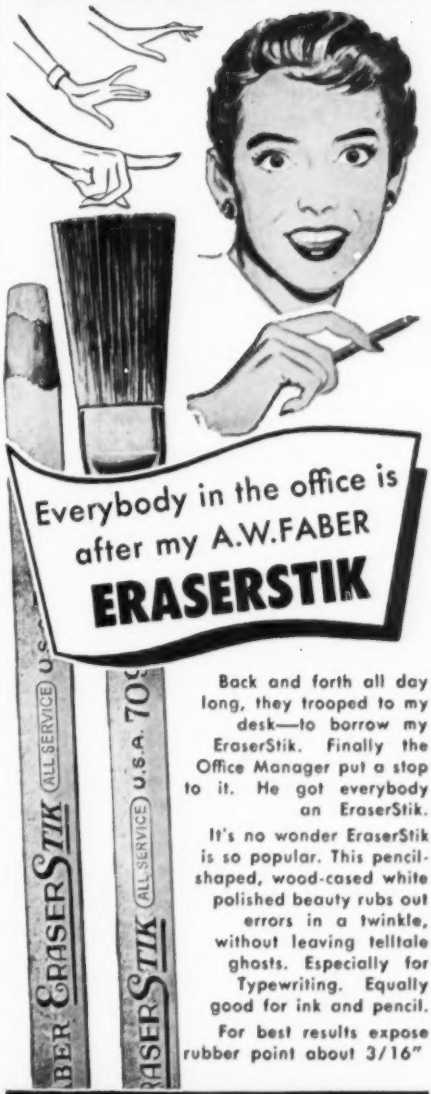

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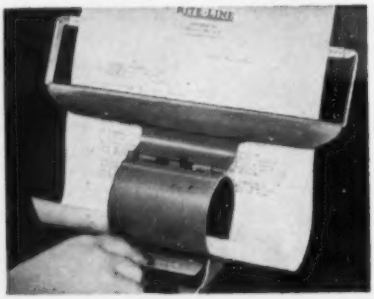

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ment know-how.

A dozen other speakers will take up more specialized subjects. The "new look" in records management will be the topic of a panel composed of Daniel J. Olsen, controller and treasurer, M. W. Kellogg Co., Jersey City, N. J.; Herbert B. House, supervisor, office services, Chance Vought Aircraft, Inc., Dallas; and Harvey Sherman, manager, organization and procedures office, Port of New York Authority, New York. They will explain how their firms have streamlined their records systems and the effect on cost, quality and quantity of paperwork.

Ralph A. Martin, controller, Standard Oil Co. (Ohio), Cleveland, will report on their program for reducing office unit costs while increasing clerical productivity. He also will illustrate how the company's plans for electronic data processing are being tied into it. Douglas A. Young, assistant to the division manager, meter division, Westinghouse Electric Corp., Newark, N. J., will present an engineer's approach to office systems. He will explain the use of an electronic computer in inventory and production control, with detailed illustration of decision-making on one phase of inventory control. SKF Industries' program for integrated data processing and control will be detailed by Alan O. Mann, coordinator, electronic office systems, SKF Industries, Inc., Philadelphia. He will describe the progress made in integrating communications, computation and control.

How the volume of reports can be reduced by focusing attention on critical elements of performance will be the topic of Richard F. Neuschel, principal, McKinsey & Co., New York. A. F. Bortz, assistant secretary, Lord Mfg. Co., Erie, Pa., will outline guide posts for launching or revising a procedures manual program in the office. Harry D. Kolb, manager, employee communications division, Esso Standard Oil Co., New York, will suggest ways to get around communication barriers and will

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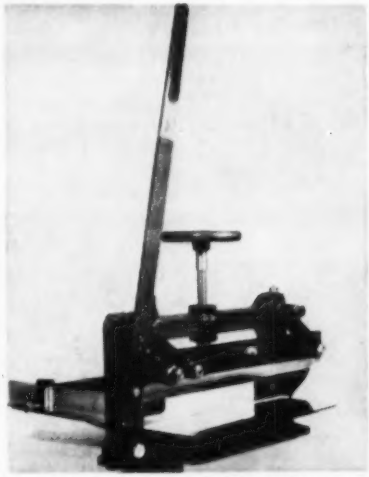
NEW PAPER CUTTER

Michael Lith, Inc., 145 West 45th St., New York 36, N. Y. offers the low-cost Michael 14″ All-Purpose Paper Cutter especially designed for duplicating, small offset and reproduction departments. It is manually operated and will cut a 2″ thickness of paper. Of all steel construction with detachable, hollow ground blade, automatic safety latch, balanced lever and adjustable back gauge. The cutter is 26″ wide, 22½″



deep and 34¼″ high including handle. Cutting width is 14⅛″. Inside cutting length, knife to back gauge, is 13¾″.

For More Information Circle No. 211

Increase Filing Efficiency
WITH UNIVERSAL
INDEX NUMBERS

Come in five colored sets—170 to the set, consecutively numbered from 1 to 850. They hold firmly to any surface with finger-tip pressure—**no moistening!**

Available in red, green, blue, orange and black—for cross-indexing and ready reference.

44c per set (170)—5 sets for $2.00
At your stationer's or write (no C.O.D.'s please):

UNIVERSAL color slides
132 F West 32nd Street, New York, N. Y.

For More Information Circle No. 212

For More Information Circle No. 260

recommend improvements in handling memoranda, proposals and reports, and conducting staff meetings.

Work sampling and management development in the office will be covered on the final morning of the conference. Two representatives of Atlantic Refining Co., Philadelphia (Jeremy Addoms, supervising industrial engineer, and Frederick A. Long, research industrial engineer) will tell how their company has successfully used work sampling for clerical work measurement. Elles M. Derby, manager, management education, coordination division, Metropolitan Life Insurance Co., New York, will report on Metropolitan Life's techniques for developing managerial skills in the office.

Reports, manuals and other graphic materials illustrating many of these subjects will be on display at an accompanying exhibit. These items, borrowed from companies throughout the country, will deal with records management, office procedures manuals, organization structure, job descriptions, supervisory training programs, written and verbal communications, and statistical work sampling in the office. A special exhibit on safety education will be prepared by the New York Telephone Co.

"This is Mr. Jenkins. I'm putting him in here with you."

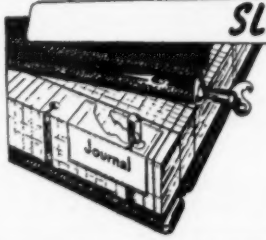
3 POPULAR LABELING PRODUCTS

Perma-Stik
IT STAYS PUT

— — — PERMA-STIK, the self-adhesive tube or strip-like label holder that is now open on three sides for greater utility. It will hold a card many times its own width. Very easy to use.
FOR BINS AND SHELVES—Available in three sizes.
PS-½ ½"x6" 30c per ft. PS-¾ ¾"x6" 35c per ft.
PS-1 1" x 6" 40c per ft.

FOR RING BINDERS
Smooth finished, durable metal construction—celluloid window protects and keeps label clean. Neat uniform appearance—lasts indefinitely.
SO-1 for 1" Ring Books.....25c each
SO-1½ for 1½" Ring Books 30c SO-2 for 2" Ring Books 35c

SLIP-ON LABEL HOLDERS

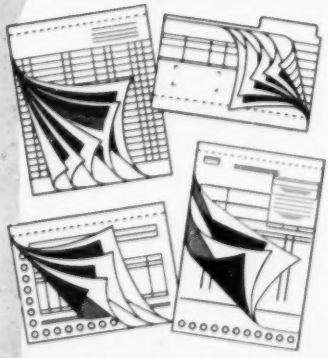


FOR POST BINDERS
There is a Vinyl Plastic Label Holder for every type of open back binder. Will not warp or curl—made to Slip-On any size post.
PBS—½" x 2½" .....$0.20 each
PBM—1" x 2½" ..... .25 each
PBL—2" x 2½" ..... .30 each

OFFICE PRODUCTS, INC.
9920 Freeland Ave. Detroit 27, Michigan
West Coast Distributor: Arch K. Ansty
171 2nd St., San Francisco 5

For More Information Circle No. 204

MANUFACTURERS-DESIGNERS
Business Forms and Systems



- Snap out & pull out forms
- Printed — lithographed pantograph checks
- Photo process systems: Ozalid, Bruning etc.
- Spirit — gelatin Hectograph Masters
- Complete payroll, bookkeeping, accounting forms for NCR, Burroughs, Underwood etc.
- Punching — notching for sorting systems
- Spot carbon — spot gum applications
- Pegboard — visible record — shingled forms
- Specially constructed forms
- Addressograph-Multigraph Multilith, Duplicating Masters (Systemat) in unit sets or continuous forms

The House of Unusual Forms

REQUEST FREE FORM DESIGN PAD ON YOUR LETTERHEAD

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CONFIDENTIAL *information?*

YOU NEED

"SECRET SPOT" CARBON PAPER

in your business forms

Our exclusive process of desensitized areas ("Secret Spots"), positively prevents carry-through of entries in desired positions. Far superior to block-outs, cut-outs, carbon spots and other previous methods!

- **Accurately controlled deletion**
- **Anywhere on the carbon paper**
- **Any number, size, or shape**
- **Varied on each part of the form**

Available in LITHOSTRIP continuous forms and LITHOSET one-time carbon sets.
Write today for FREE SAMPLES.

AMERICAN Lithofold Corporation
508 BITTNER ST. ST. LOUIS 13, MO

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NO RUBBER FINGERS!
NO MESSY SPONGES!

NOW! HANDLE PAPERS FASTER with amazing

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Greaseless . . . Stainless . . . Convenient
Creates tacky film on fingers . . . makes paper handling easier, faster, cleaner. At your stationer or send $1.00 for TRIAL OFFER of two full size containers . . . TODAY!

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For More Information Circle No. 144

TIME STAMP

Records *to the minute* when it arrived . . . how long it took . . . when it left.

4-jewel movement—Not expensive. Unconditional full year guarantee. Space for company, dept., etc. name on rubber die.

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For More Information Circle No. 145

CHARLES C. SMITH, INC.
EXETER, NEBRASKA
For More Than 50 Years a Complete Line of Time-Saving Signals and Indexes

For More Information Circle No. 146

National Conference & Exhibit Calendar

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Oct. 1-5.

Systems & Procedures Assn. of America, Sheraton-Cadillac Hotel, Detroit, Oct. 10-12.

National Assn. of Bank Auditors & Controllers, Denver, Oct. 10-13.

Records Management Conference, Edgewater Beach Hotel, Chicago, Oct. 14.

National Institute of Governmental Purchasing, Shoreham Hotel, Washington, D. C., Oct. 16-19.

Office Management Div., American Management Assn., Statler Hotel, New York, Oct. 17-19.

Institute of Management Sciences, Park Sheraton Hotel, New York, Oct. 20-22.

American Institute of Accountants, Statler Hotel, Washington, D. C., Oct. 22-26.

National Business Show, 69th & 71st Regiment Armories, New York, Oct. 24-28.

Insurance Accountants Assn., Shoreham Hotel, Washington, D. C., Oct. 26-28.

National Business Forms Associates, Edgewater Gulf Hotel, Edgewater Park, Miss., Oct. 28-Nov. 3.

Controllers Institute of America, Statler Hotel, Los Angeles, Nov. 6-9.

Eastern Joint Computer Conference, Statler Hotel, Boston, Nov. 7-9.

Industrial Management Society Time and Motion Clinic, Sherman Hotel, Chicago, Nov. 9-11.

Automation for Senior Officers, University of Chicago, Shoreland Hotel, Chicago, Nov. 14-15.

American Statistical Assn., Biltmore Hotel, New York, Dec. 27-30.

READ-A-FILE KEEPS YOUR STENCILS AND OFFSET PLATES ALWAYS AT SEE LEVEL

The Read-A-File Cabinet is a protective file that keeps stencils and plates wrinkle-free. It permits full-length inspection and quick access to any one of up to 400 stencils or 200 plates. The hanger unit, with 50 clips, rides on ball bearings. Each clip is on its own rod and can be removed without disturbing the others. It's new and different.

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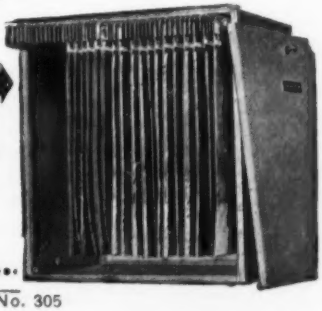
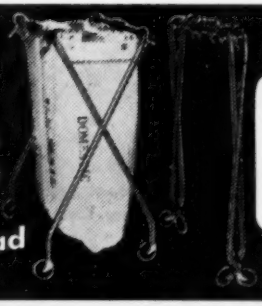


For More Information Circle No. 305

EASY to Store Move Load Unload



new PORTABLE MAILBAG HOLDER
Speeds Handling - Lowers Cost

EASY TO MOVE — Large, full swivel, hard rubber casters permit easy handling, even when loaded with 500 lbs.!
EASY TO UNLOAD — Swivel hooks hold bags open, but release with fingertip pressure, lowering bag to floor. NO LIFTING!
EASY TO STORE — Light weight permits off-floor storage. Folds compactly.
Choice of 2 or 4-bag holder. Write for details:

W. A. CHARNSTROM COMPANY
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For More Information Circle No. 306

NEWS of the Industry

Rite-Line Sales Manager

Thomas V. Mahon

Thomas V. Mahon has been appointed domestic sales manager of Rite-Line Corp. Mr. Mahon will be in complete charge of Rite-Line's dealer operation in continental U. S. Before coming to Rite-Line, he was district sales manager of Warren Featherbone Co., Three Oaks, Mich.

On Brand Names Day Committee

S. H. Ensinger

S. H. Ensinger, vice president of the Remington Rand Division of Sperry-Rand Corp., is in the group of 17 business and advertising executives named to plan the national Brand Names Day celebration on April 18, 1956. This was announced by Henry E. Abt, president of Brand Names Foundation.

Pitney-Bowes Vice President

Frederick Bowes Jr.

Election of Frederick Bowes Jr., to the newly created post of vice president for public relations and advertising of Pitney-Bowes, Inc., was announced by Walter H. Wheeler Jr., president. Appointed director of public relations and advertising in 1945, Mr. Bowes started with Pitney-Bowes as a service mechanic in 1930. He has been with the company ever since, except for two pre-war years with Batten, Barton, Durstine & Osborn advertising agency, and three years with the War Production Board. Immediate past president of the Public Relations Society of America, he is a director of the Advertising Council and a former director of the Assn. of National Advertisers.

Heads De Luxe Metal Sales

Richard Friebertshauser

Richard Friebertshauser, formerly sales promotion manager of DeLuxe Metal Furniture Co., Warren, Pa., manufacturers of industrial shelving, filing equipment and factory furniture, and a division of Royal Metal Mfg. Co., was appointed general sales manager. This is a new position with the company.

R. C. Allen Safes, Files

R. C. Allen Business Machines, Inc., Grand Rapids, Mich., announced acquisition of Guardsman-Valentine, Inc., as a new division of the company. The Guardsman and Military lines of safes and files will be marketed under the

neenah

fine rag boxed typewriter papers for

prestige . . . strength . . . permanence

The brilliant blue-white of a fine rag paper by Neenah lends prestige to your reports, letters, agreements, surveys and important records. Neenah papers are tub-sized and air-dried for a more luxurious typing surface. Their long cotton fibers withstand repeated handling and time. For the finest in boxed typewriter papers, ask your stationer for Neenah.

Neenah is America's most complete line of fine business papers.

Old Council Tree Bond	**100% rag**
Success Bond	**75% rag**
Chieftain Bond	**50% rag**
Neenah Bond	**25% rag**
Old Council Tree Onionskin	**100% rag**
Success Onionskin	**75% rag**
Neenah Onionskin	**25% rag**

Neenah TYPEWRITER PAPERS

Finishes—bond and cockle
Weights—substance 7, 9, 13, 16, 20 and 24
Sizes—8½ x 11; 8½ x 13; 8½ x 14
Neenah is also available ream wrapped.

NEENAH PAPER COMPANY • Neenah, Wisconsin

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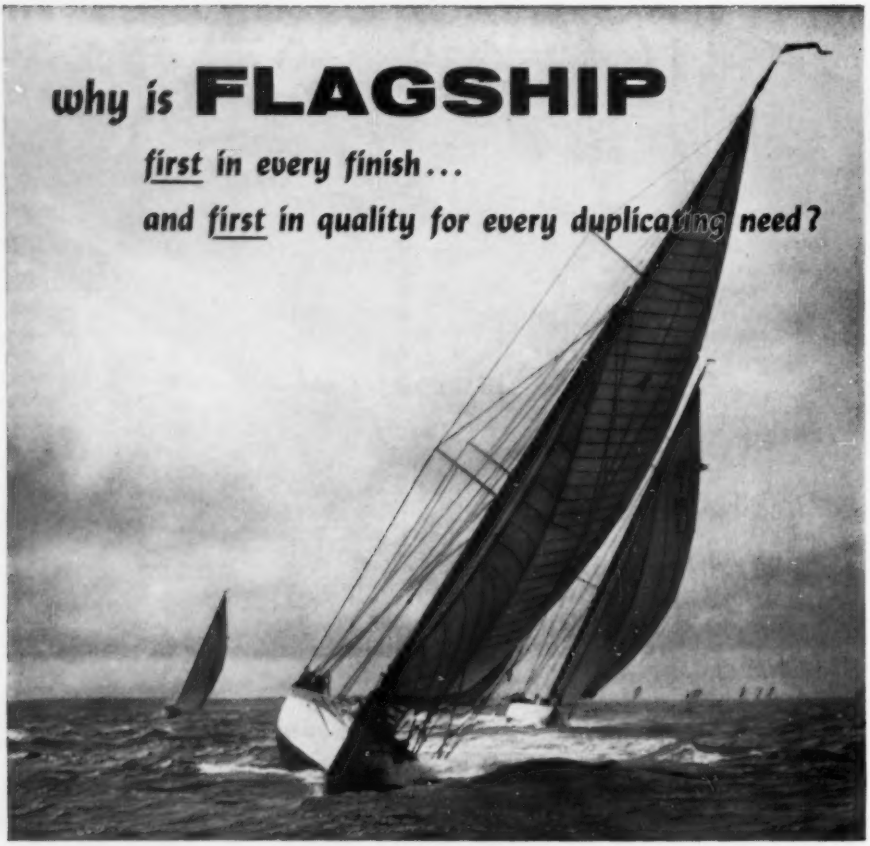

The patented FLAGSHIP Line of metallic back carbon papers has earned its Number One Rating by superior performance. When you offer FLAGSHIP your customers get longer wear, cleaner copies without feed-roll streaks, and the non-slip and ease of handling features that only FLAGSHIP provides—all at no extra cost! Ask the dealer who has a FLAGSHIP franchise and he'll tell you that with patented FLAGSHIP you'll sell more carbon easier than you ever have. And repeat orders go to you because your franchise is protected.

But FLAGSHIP is only a part of a broad line of fine Allied products—for every duplicating need from orange diazo carbons, a complete line of spirit products, to fluid-eradicable ribbons.

The franchise may be open now in your vicinity.

Write today for more information on how to make your carbon and ribbon sales an important profit producing source for you.

ALLIED CARBON AND RIBBON MANUFACTURING CORPORATION

General Offices and Factory: 165 Duane Street, New York 13, N. Y.
Western Office and Warehouse: 3404 So. Main, Los Angeles 7, Calif.

For More Information Circle No. 142

Station wagons are standard equipment for Burroughs' regional dealer sales managers. Here Robert J. Sanders, dealer sales manager, presents keys to a new Plymouth to Amos D. Caryl.

names R. C. Allen-Guardsman and R. C. Allen-Military, through Guardsman-Valentine dealers and existing R. C. Allen dealers with no change in prices or policies. John W. Robertson, 33 years in the industry and often referred to as "Mr. Safe", formerly president of Guardsman-Valentine, Inc., is sales manager of the new division. Miss Albertine, well known to Guardsman-Valentine dealers and long-time office manager for firm, will continue to handle administrative matters. Dealers handling R. C. Allen safes and files can use the conditional sales contract system, first such credit system extended to the safe and file industry.

Burroughs Sales Regions

A new sales organization has been created within Burroughs Corp. for closer contact with their thousands of retail dealers, it has been announced by Robert J. Sanders, dealer sales manager. It places retail dealer sales on a regional basis under general supervision of regional managers. The nation has been divided into eight regions and several dealer sales representatives will work under each of the following regional managers: Robert W. Lowenberg, Atlantic region, Philadelphia; Donald Hoener, central region, St. Louis; Amos D. Caryl, Great Lakes region, Detroit; L. W. Curran, north central region, Chicago; Joseph M. Fedak, southeast region, Atlanta; Eugene E. Hulme, southwest region, Dallas; Ralph M. Terry, Pacific region, Redwood City, Calif.; Greg E. Doyle, northeast region, Old Greenwich, Conn.

Datamatic Buys Factory

Appointments of Dr. Joseph J. Eachus as systems director and J. Ernest Smith as director of engineering for Datamatic Corp., were announced by John J. Wilson, president of the new firm which purchased a new 1½-story factory in Newton Highlands, Mass. Datamatic

T. R. Probst, vice president and manager of mills, and Harry Morrison, both of Eastern Corp., present sketches of clipper ships by Kenneth Erskine Crook to Clifford Carver, president, and Mrs. Lincoln Colcord, of the Penobscot Marine Museum, Searsport, Me. Also shown is Robert B. Applebee, authority on Maine ships. The art was used in Eastern's new sample books and will become part of the museum's permanent exhibit.

The fact that Pres-To-Line Copyholders are now being used by most of the nation's largest commercial and industrial organizations, as well as by many Gov't agencies, is an indication of the role these amazing machines play in modern office efficiency. Time and motion studies prove that Pres-To-Line improves typing speed and efficiency up to 50%, resulting in an average saving of 23% of typing costs!

PRES-TO-LINE is the **only** fully adjustable copyholder in the world . . . holds flat sheets or bulky material . . . actually earns its own cost and continues to save after it pays for itself.

GET THE FACTS!

PRES-TO-LINE CORP. OF AMERICA
2339 Cotner Avenue,
Los Angeles, California
Please send me complete Pres-To-Line Literature and name of local distributor.

Name_____

Office Address_____

City_____

State_____

For More Information Circle No. 286

will develop and produce large, high-speed data processing equipment. The company is owned jointly by Minneapolis-Honeywell Regulator Co. and Raytheon Mfg. Co.

Adler Typewriters in U.S.

Adlerwerke vorm. Heinrich Kleyer A. G., of Frankfurt, West Germany, announced that Adler Universal standard office typewriters are being distributed in 35 States by Addo Machine Co., 145 West 57th St., New York 19, and in the 13 western states by Gramont Corp., 2756 Rowena Ave., Los Angeles 39. Complete information can be had from either of these distributors.

Stenorette Sales Manager

David Sigler

David Sigler was appointed national sales manager of the Business Equipment Division of DeJur-Amsco Corp. He will be concerned with sales of the DeJur Stenorette magnetic tape dictating and transcribing machine. He came to DeJur-Amsco from the Hermes typewriter division of Paillard Products, Inc., where he was national sales manager. Formerly he was with Remington Rand, Inc.

Burroughs' Plymouth Plant

Establishment of the manufacturing plant at Plymouth, Mich., as an operating division and appointment of Robert A. Niemi as general manager were announced by John S. Coleman, president of Burroughs Corp. Primary responsibility of the new division is the manufacture of Sensimatic accounting machines and associated products, and also precision instruments and other items for the armed services. About 4,000 persons are employed there.

Report Outlines GBC Growth

W. N. Lane

W. N. Lane, president, General Binding Corp., Chicago, Illinois, in a special report to customers and employees said: "Our factory branch program has proved so popular with you that it has already expanded to 41 domestic branches, as well as to six wholly owned foreign subsidiaries, with manufacturing in Switzerland, Canada, England and Mexico. Our present plant, purchased only three years ago, has been far outgrown. We have purchased some 20 acres of land from Commonwealth Edison Co., considered to be one of the finest industrial sites in the midwest, with ideal access to land, water and air transportation. Construction of new offices, manufacturing plant and warehouse will proceed immediately with the announcement of the winner of our architectural competition." The report continued: "Overwhelming acceptance of the new GBC Metal Loose Leaf Binding and the complete GBC Cover Line, has made these products full-fledged members of the GBC family. The improvements in our punching and binding machines has placed all GBC customers at a competitive advantage. To extend the benefits of American inventive genius to foreign lands and guarantee proper exploitation of GBC methods, we have vigilantly acquired patents and trade marks in some 30 countries throughout the world besides the U. S."

Gilbert Technical Director

Don J. McLaurin was appointed technical director of Gilbert Paper Co., Menasha, Wis., manufacturers of cotton content writing papers. For the past five years Mr. McLaurin was chief of the Pulp & Papermaking Section of the Institute of Paper Chemistry. Prior to

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PEGBOARD ACCOUNTING SYSTEMS

for Accuracy—Efficiency—Ease of Operation

Note these Important Features:

1. At *one* writing multiple records are created.
2. Transcribing errors are eliminated.
3. Exteme flexibility and versatility are assured—the same Pegboard can often be used for different accounting purposes.
4. Operation is simple, learned quickly.
5. Additional Pegboards are added easily, as volume of business expands.
6. Low initial cost of installation and upkeep.

Request free copy of 16-page Catalog A

Multi-Rite is the Complete Line of Stock Pegboards and Stock Forms for:
Payrolls
Accounts Receivable
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Time Payments
Doctors' System for Patients' Charges
Hospital Charge Control and many other applications.

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Cesco Loose Leaf Equipment

Established 1900
44-03 Twenty-First St. • Long Island City 1, N. Y.

The C. E. Sheppard Co.
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Please send me without cost or obligation Catalog A. I am particularly interested in Multi-Rite Systems for: .....
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CITY ..... ZONE.. STATE

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can make
your office forms
SHARPER, CLEANER, MORE PROFESSIONAL
CANODE PREMIUM

The finest fast-drying, black-oil base duplicating ink on the market!

- Mimimum penetration
- Minimum offset
- Eliminates cylinder and pad clogging
- For open or closed cylinders in any climate
- Will not destroy stencils

In 1-lb. and ½-lb. cans

Write today for name of your nearest dealer

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519 N. Halsted St. • Chicago 22, Ill.

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that, he was with Powell River Co., Spruce Falls Power & Paper Co., and B. C. Pulp & Paper Co., all Canadian companies.

Clary Dealer Clinics

Nine dealer-participation sales meetings covering 175 cities in 30 states were held by the Clary Corp. in September to introduce and demonstrate cash register and adding machine models. The interstate new product clinics for Clary dealers from neighboring areas were conducted by W. S. Watkins, dealer sales manager; Richard Barrett, training specialist, and the manager of each host district.

Heads N.Y. School Committee

Leon C. Stowell, chairman of the board of Underwood Corp., was appointed chairman of the Office Equipment Group for the New York State Citizens Committee for the Public Schools, a non-profit organization formed in 1951 to help the more than 1,000 communities throughout the state struggling with critical school problems.

Henry L. Junge (left), executive vice president of Underwood Corp., Irving Kahn, president of TelePrompTer Corp., and William F. Arnold (right), Underwood's marketing vice president, signing a contract between the two firms. Agreement provides for Underwood's exclusive dealership of TelePrompTer's small, lightweight, portable prompting apparatus designed for speech-making.

In YOUR office . . .

You Need This **BALL POINT ERASER**

The BRAND NEW

Weldon Roberts Eraser NO. 38 BALL POINT ERASER

Specially made to cleanly erase ball point writing errors in today's business!

Get acquainted immediately with this new, sensational, time-saving eraser!

Made by the world's foremost eraser experts, of specially-textured rubber, for clean erasures of all ball-point ink and ball point lead. Attractively green-colored. Handy elliptical shape.

Ask your dealer for demonstration and prices NOW!

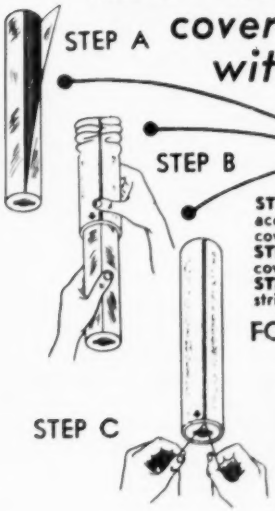
WELDON ROBERTS RUBBER CO.
365 Sixth Avenue, Newark 7, N. J.
World's Foremost Eraser Specialists

For More Facts Circle No. 202

MULTILITH OPERATORS *up to* **50%**

NOW YOU CAN CUT COSTS

STEP A *cover your own dampening rolls with PRESEWN molleton covers*



IN 5 to 10 MINUTES ANYONE IN YOUR OFFICE can put on their own dampening roll Molleton covers. It's as easy as A-B-C (see illustrated steps at left). Send in your order today or write for more information.

STEP A — Wrap acetate (sent with cover) around roller.
STEP B — Slide Molleton cover (as shown) onto roller.
STEP C — Tie ends and cut excess string THAT'S ALL THERE IS TO DO!

FOR ALL MULTILITH & DAVIDSON PRESSES

For further information, write:

ROLL-O-GRAPHIC CORP.
133 Prince St., New York, N. Y.

DEALERS AND DISTRIBUTORS INQUIRIES INVITED

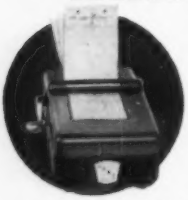
For More Information Circle No. 203

AT THE CONVENTION
be sure to see booth 65
HANO'S COMPLETE LINE
CHICAGO NSOEA OCT. 1-5

Litho Tabulating Forms — Whether you use a Custom form or one of the twenty-nine Stock tab forms, you can be sure the Hano form will write faster, work easier, and look better . . . Hano litho quality answers your tab form problems.

Better Snap-a-Part Forms — For handwrites and machine-writes, there is a Hano Snap-a-Part for every need. Made with the finest Hano one-time carbons, a Hano Snap-a-Part guarantees accurate registration, fine printing and many features for a satisfactory time-saving installation.

For Continuous Form Speed — Stop "shuffling" forms and carbon papers, utilize the speed of continuous forms plus the sureness of one-time carbons with Hano Continuous Carbon Interleaved Forms. They give unusual flexibility to any billing or multiple-copy form typing operation.



Registers and Forms for Every Need — Hano Register Forms are better working, better looking forms lithographed on eight standard colors of good register bond . . . special purpose papers also available. Sizes, types, colored inks and other special features for individual requirements.

Established Dealers wanted in the South, Southwest and Mid-West.

PHILIP Hano Company INC

PRINTED MANIFOLD SYSTEMS SINCE 1889

General and Sales Offices: HOLYOKE, MASSACHUSETTS
Warehouse and Branch Plant MT. OLIVE, ILLINOIS

For More Information Circle No. 282

Machines for Dealers

Formation of American International Office Equipment Co., 7940 West 3rd St., Los Angeles 48, was announced recently by Sam Tanchuck, vice president. The company is handling national sales distribution for Tippa Products Corp., Torpedo Sales Co., and Western Typewriter Sales, exclusive U. S. importers of Tippa portable typewriters, Torpedo typewriters, both portable and standard, Addiator pocket adding machines, Multator calculators, and Montana featherweight portables. Each product is being offered on an exclusive, protected territorial basis; none to cut-rate houses. Complete stocks of all models and a full stock of parts is being warehoused for immediate delivery to dealers.

For Thermo-Fax on West Coast

Promotion of James C. Greene Jr. to sales supervisor for the duplicating products division was announced by Minnesota Mining & Mfg. Co. He will supervise the sale of Thermo-Fax products in the west coast area.

Export Management Firm

Merton F. Williams and John C. Jensen announced formation of Williams & Jensen International, Inc., with headquarters at 1165 N.E. 100th St., Miami, and an office in the Bank of South Haven Building, South Haven, Mich. The company will buy and sell for export, and provide export management, engineering, travel and technical services.

NOMDA Offers Flood Aid

To assist victims in northeastern flood-stricken areas, David C. Silvers, president, National Office Machine Dealers Assn., placed the facilities and services of the association on call if needed. Mr. Silvers apprised the Governors of Connecticut, New Jersey and Pennsylvania of the members' willingness to help.

FOLD 7500 to 12,000 LETTERS an hour!

with the

NEW BANCROFT Jr.®

Portable

ELECTRICALLY OPERATED, HAND FED FOLDING MACHINE

Adjusts quickly to all popular folds: single, double, letter, wallet, accordion

•

Takes sheets up to 10" x 15"

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Portable—only 28" x 16" x 12"

- **Easy to set and operate**
- **20 times faster than hand folding**
- **Quiet, efficient motor**
- **Low cost**
- **Satisfaction guaranteed**

Order or write for More Details

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MOISTIX MOISTENER

The new, CLEAN and SURE way to moisten envelopes, stamps, labels, etc. . . . **JUST ROLL IT ON!** No messy parts, no sponge squeezing. Mechanically constructed to flow evenly always yet keeps hands **CLEAN** and **DRY! A must** for every office, home or shop!

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The only moistener guaranteed to roll an even coat of water on the surface each and every time.

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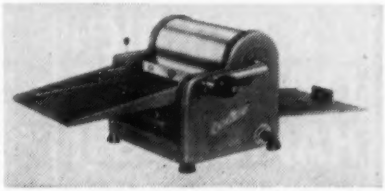
VERLAG PETER BASTEN
Aachen, Germany

For More Information Circle No. 302



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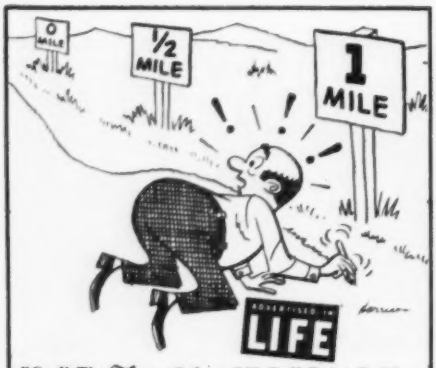

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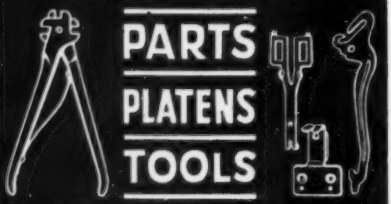
GERMANY (Western Zone) establ. 1905



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for all office machines

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precision pencil sharpener and tape dispenser "COMBI"

A new idea in a desk accessory for OFFICE or HOME.

Any small roll of tape will fit into the base (up to ¾" width).

A most practical combination for EVERY DESK—a perfect point with a twist of the wrist. Ask your stationer, or write to

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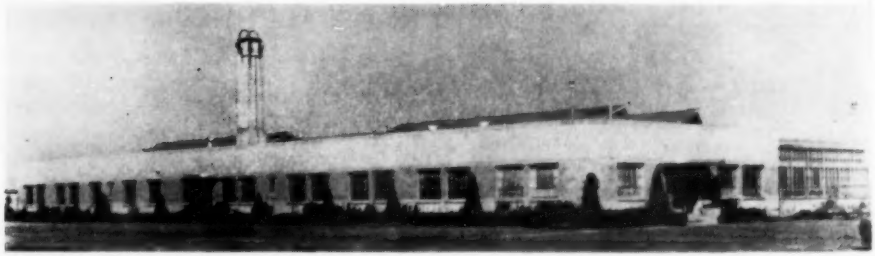


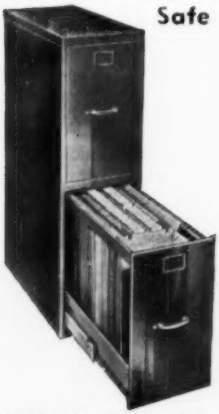
A. P. Little, Inc., will occupy this new manufacturing plant in Rochester, N. Y., early next year. The larger plant will allow A. P. Little to further expand and improve its line of carbon papers and inked ribbons with even faster service to Little dealers.

Atvidaberg Review

The parent company of Facit, Inc., publishes the "Atvidaberg International Review" which is handsomely printed in several languages and profusely illustrated in color. It contains interesting articles on their products and personnel throughout the world. Interested persons can obtain a copy of this book from AB Atvidabergs Industrier, Stockholm, Sweden.

Victor Scholarships

The Victor Foundation announced awards of $1,000 scholarships to Claude Peters and Marjorie Boland, children of Victor employees. Endowment grants of $500 will be given to the schools the winners select. President A. C. Buehler of Victor Adding Machine Co., said, "We feel that our winners are typical of the fine young people now approaching maturity."



All Models of Heavy-Gauge Steel Construction, Gray Hammerloid Baked Enamel Finish.

Safe . . . Efficient . . . Economical!

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The MIM-E-O Patented Spring Clip method of vertical filing provides complete protection for Stencils (in File Wrappers), Offset Negatives, and Paper Composition, Aluminum and Zinc Masters—especially the serrated edge of Multilith Masters. Special heavy-tension Spring Clips available for filing Zinc Masters.

The complete MIM-E-O line includes models to file Multilith #1250, #75, #80, #81, and #2066 Negatives and Masters; also Davidson #241, #251 and #233. Filing capacity from 50 to 1000 units. MIM-E-O has 250 Distributors from coast to coast to help you with your Stencil or Offset filing problems.

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EASY TO FIND
MIM-E-O Angle Index tabs instantly locate Stencil, Negative or Master.

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Extension and Compression
9" and 15" Lengths
240 different sizes
Wire diameters: .008" to .041"
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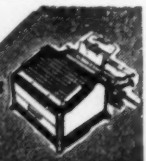

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For More Information Circle No. 297

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ROGERSNAP
TRADE MARK
BUSINESS FORMS

For More Information Circle No. 298

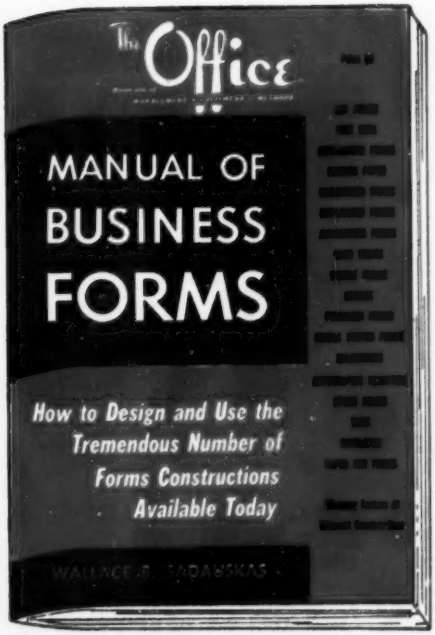
Moore's ADP Training

A training program to bring the latest developments of automation to their sales representatives, is being conducted by Moore Business Forms, Inc. Under direction of Gordon E. Bower, machine applications manager, classes in Automated Data Processing were conducted at their eastern division headquarters in Niagara Falls, N. Y., to inaugurate the program which will continue on a regional and district office schedule.

Free Equipment in Flood Area

A helping hand was extended to businessmen in the flood-stricken northeast by Erik A. Ohlsson, president, Facit, Inc., who offered to loan, free of charge, the company's line of Facit calculators, Odhner adding machines and Halda typewriters to unfortunate businessmen in the flooded area. Small retailers and industries as well as professional businessmen (auditors, engineers, etc.), who suffered direct losses as a result of the flood are to be given prior consideration. Facit dealers in the area will handle distribution of the machines.

Betty Arnett and George W. Oliver, treasurer and president, respectively, of Thomas Collators Inc., look on as William A. McCowatt, joint managing director of Tondelier Fréres, Brussels, Belgium, signs contract granting exclusive license for the manufacture and distribution of Thomas Collators throughout Western Europe and North Africa.



Learn all the basic principles of forms design and construction. Just published, illustrated with nearly 100 charts, examples and pictures, the Manual of Business Forms points out the many different varieties of forms available for use in business and industrial management.

For the first time, all the tremendous number of available forms constructions are described in a manner which allows the reader to select the best type for a particular business system. Time studies of forms processing operations are reduced to efficiency factor figures in easy-to-read charts which pinpoint the basic advantages and disadvantages of each type of construction. In addition, there are chapters on carbon paper, tags, envelopes and paper. Other chapters thoroughly cover duplicated forms, checks, pegboard forms, autographic registers, stock forms, manifold books, and many others.

The Manual includes many pages of informative advertising, providing a wide range of sources for the reader to use in selecting forms manufacturers and suppliers. $2 postpaid in U.S.A.

Office publications company

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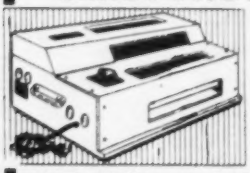
EXACT-PHOTE-COPY



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Process Unit

Gives you DRY photo copies in your own office or plant in seconds.

Light Weight Portable low priced at only **$225.**

100% portable. Weighs only 28 lbs.

ONE UNIT DOES EVERYTHING
and does it *automatically!*

- No darkroom
- No fumes
- No washing
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- No drying
- Simple to operate
- Get 60 to 90 copies per hour
- 9" wide x any length
- 1-side or 2-sides

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Specializing in the manufacture of dry and wet process photo copy equipment & supplies.

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THE UTMOST IN QUALITY
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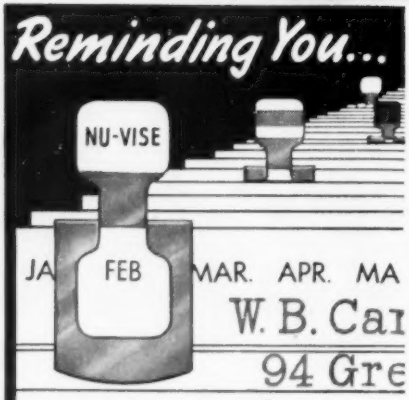

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SIGNALS and MAPTACKS

SEE YOUR OFFICE SUPPLY DEALER

George B. Graff Co., Cambridge 40, Mass.

For More Information Circle No. 193

PAYCHECK "OUTLOOK" ENVELOPES

Eliminate Time and Expense of Addressing, also Chances of Error.

Paycheck "Outlook" Envelopes are absolutely opaque, essential when wages are paid by check. Nothing shows but the employee's name. This improves personnel relations.
Send us check you now use and we will submit sample Paycheck "Outlook" Envelope and prices based on your estimated yearly requirements.

OUTLOOK ENVELOPE CO., *Est. 1902*
Originators of "Outlook" Envelopes
1001 W. Washington Blvd. Chicago 7, Illinois

For More Information Circle No. 194

NASM Elects Adams

Bruce Adams

At its annual meeting in Chicago, the National Assn. of Scale Manufacturers elected Bruce Adams vice president of the association. Mr. Adams is president of Pelouze Mfg. Co.

Burroughs to Acquire Hadley

Burroughs Corp, announced its intention to acquire Charles R. Hadley Co. of Los Angeles, which is engaged principally in printing standard forms. Burroughs will exchange 79,400 shares of their common capital stock for all outstanding Hadley stock.

Royal McBee Appointments

Philip M. Zenner, president, Royal McBee Corp., announced the appointment of John C. Kern as marketing research manager for the McBee Division. Previously, Charles F. McCandless was named manager of marketing research for the overall corporation, and Donald W. Morison was appointed marketing research manager for Royal Typewriter Co.

F. P. Ryan, executive vice president, Royal McBee Corp., announced the appointment of Russell Rankin, formerly technical division supervisor of McBee Co., to manager of the newly formed systems and procedures department of Royal McBee Corp. Mr. Rankin has been associated with McBee since 1946 on the technical staff.

Friden Factory Manager

Roy C. Renholts was named factory manager of Friden Calculating Machine Co. Production manager of Friden for the past ten years, Mr. Renholts succeeds

It's As Simple As

To FIND FACTS FASTER with the NEW, MORE EFFICIENT Edge Punched Card Structures

- *At Less* **COST**
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- *Less* **GROOVING**
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MANUFACTURING • BUSINESS
SCIENCE • EDUCATION
ALL CAN SAVE MONEY — SAVE TIME — SAVE EFFORT WITH AN E-Z SORT SYSTEM.

SOLE MANUFACTURERS OF E-Z SORT SYSTEMS
THE MOST EFFICIENT MARGINALLY PUNCHED CARDS.
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THIS TRADE MARK STANDS FOR

Precision

•

SPECIALIZING IN

Cutting and Edging Typewriter Ribbon Fabrics

•

Cotton and Silk Nylon Fused

WIDTHS ACCURATE
ALL WORK
GUARANTEED

•

Prompt Service

TEXTILE CUTTING CORP.

178 FIFTH AVENUE
HAWTHORNE, N. J.

For More Information Circle No. 269

Dunstan S. Gross who earlier this year was named vice president in charge of research engineering.

Quad-Cities OMDA

The Mississippi Valley Office Machine Dealers Assn. has been organized in the Quad-City area of Davenport, Rock Island, Moline and East Moline. Officers elected were Floyd Martin, Rock Island, president; Elmer Thiessen, Kewanee, vice president, and Frank Harder, Moline, secretary-treasurer. Harold Mann, executive secretary, National Office Machine Dealers Assn., presided at the organizational meeting.

Oxford Buys Imperial

Oxford Filing Supply Co. announced the purchase of Imperial Methods Co., Forest Park, Ill. R. A. Jonas, Jr., president of Oxford, stated that Imperial will continue to manufacture and sell its established line of file folders, index cards and guides under the 48-year-old Imperial trade name. For convenience of Oxford dealers in the Chicago area, stocks of Oxford merchandise will be warehoused at Forest Park. All manufacturing operations will continue as usual at Oxford's Garden City and St. Louis plants.

Royal District Managers

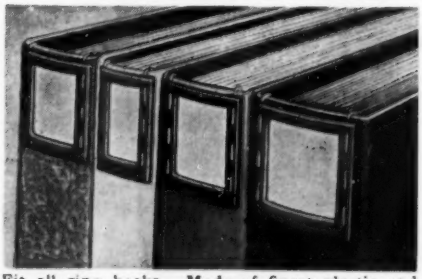
W. W. Pennels, sales manager, office typewriter and supplies department, Royal Typewriter Co., announced that A. Durstin Dodge, formerly district manager at Albany, has been advanced to manager of the Rochester office. Fred M. Miller, who had temporarily been directing sales activities in the east, was named district manager at Albany. Charles L. Toms, former special representative to demonstrate the Royal Electric, was appointed district manager of the Toledo branch. W. H. Braley, formerly typewriter salesman at Worcester, was named district manager at Portland, Me.

Kolor Klip

RING BOOK LABEL HOLDERS

give you

36 DIFFERENT COLOR INDEXING CODES



Fit all ring books. Made of finest plastic and guaranteed for years of use. Six different color frames are available with an assortment of color or white inserts. Write for literature and prices.

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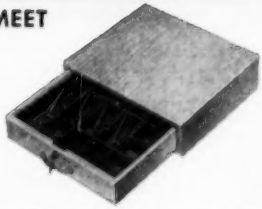
Proven

- FOR QUICK SALES
- FOR BIG PROFITS

INDIANA UNDER-COUNTER CASH DRAWERS

4 MODELS MEET ALL NEEDS



Model R-1 (illus.) Has removable metal money tray with lock-on lid.

List $44.50

3 additional models $26.50 and up.

NO STOCK TO CARRY. 24 HOUR SHIPMENTS. FULL DEALER DISCOUNT. NO COMPARABLE PRODUCT AVAILABLE.

A high quality product of Indiana hardwoods — smooth finish inside and out. Quiet roller mechanism — warning gong rings when drawer opens. High-grade disc tumbler lock.

Write for Details

INDIANA CASH DRAWER CO.
P. O. Box 236-B • Shelbyville, Ind.

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Don't drop that screw!

Hold it with an H.J.J. Screw-holding Driver

Sizes to handle from #0 to #¼" screws

THE H.J.J. CO.
268 Marlow Drive
OAKLAND 5, CALIF.

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AUTOCOPY
Cleansing Cream

Hectograph, mimeo and duplicator ink stains removed in 30 seconds! Pleasant, effective! Kind to hands; won't injure nail polish. Available in 6 oz. tubes, ½ lb. jars, 1 lb. cans or jars. Dealers write for complete catalog!

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150 West 26th Street, New York 1, N. Y.

SAMPLE of AUTOCOPY CLEANSING CREAM will be sent to you FREE OF CHARGE—Just fill out Information below:

Name of Company: .....

Address: .....

City & State: .....

Name & Title: .....

For More Information Circle No. 290

Advertise to 75 DIFFERENT MARKETS in.....

for office equipment and supplies

During 1954 calculating machines valued at $743,388 (FOB plant) were exported to France from the USA. $94,762 of metal office furniture went to Saudi Arabia and 98,636 boxes of carbon paper left for the Philippines. France, Saudi Arabia and the Philippines are but three of the 75 countries and regions listed below where every autumn OFFICE EQUIPMENT EXPORTER is enthusiastically received and acted upon by all office equipment importers, dealers and specialists. These countries buy both high and low priced items.

Afghanistan
Alaska
Algiers
Arabia
Australia
Austria
Belgium
Belgian Congo
British East Africa
British Guiana
British Honduras
Burma
Canada
Ceylon
Cyprus
Denmark
Egypt
Ethiopia
Finland
Formosa
France
French Guiana
French Africa
Germany
Gibraltar
Great Britain
Northern Ireland
Greece
Haiti
Hawaii
Hong Kong
Iceland
India
Indonesia
Iran
Iraq
Ireland
Israel
Italy
Japan
Kenya
Lebanon
Liberia
Luxembourg
Libya
Madagascar
Madeira Island
Malaysia
Malta
Morocco
Nepal
Netherlands
Netherland West Indies
New Zealand
North Rhodesia
Norway
Pakistan
Philippines
Portuguese Africa
Puerto Rico
Siam
South Sea Islands
Southern Rhodesia
Sudan
Surinam
Sweden
Switzerland
Syria
Tanganyika
Tunisia
Turkey
Union of South Africa
Viet Nam
West Indies
Yugoslavia

OFFICE PUBLICATIONS CO. **232 Madison Avenue, New York 16**

For More Information Circle No. 198

For Milwaukee on West Coast

L. J. Block, president, Milwaukee Chair Co. and Milwaukee Metal Furniture Co., announced that Office Furniture Distributors, Inc., 330 Azusa St., Los Angeles, is their new west coast representative for Calif., Wash., Ore., Ariz., and Nev. V. W. Lee, 2504 Pine St., Bakersfield, Calif., is field representative. A warehoused inventory is available to west coast dealers.

WOFI Names Frifield

Appointment of Don R. Frifield, former promotion manager for the National Assn. of Radio & Television Broadcasters, as assistant secretary of the Wood Office Furniture Institute was announced by Robert A. Spelman, executive secretary.

Les Carr Joins Felt & Tarrant

Leslie Carr has been appointed western division sales manager, Comptometer Dictation Division, of Felt & Tarrant Mfg. Co. Mr. Carr has spent 30 successful years in the office equipment field most of which were with Marchant Calculating Machine Co. He started in San Francisco as a bookkeeping machine service man in 1925, jointed Marchant 10 years later and rose to national sales manager in 1947.

Royal Portable Changes

W. H. Beckwith, portable sales manager, Royal Typewriter Co., announced that John Glasgow, formerly district manager at Rochester, has been appointed portable district representative for the Southern California and Arizona territories, headquartered at Los Angeles. Jesse Van Landingham, on rotation from Holland, has been assigned portable representative for the St. Louis territory and will also contact dealers in the Little Rock and Memphis areas. Richard O. Davies will cover the territory headquartered at Montgomery, Ala., which includes Montgomery, Birmingham, Mobile and Chattanooga.

3 PHONE PROBLEMS SOLVED—

1. *Safeguarding privacy.*
2. *Quieting the office.*
3. *Better hearing—noisy places.*

HUSH-A-PHONE
Model for all types of phones and dictating machines.
Write for Literature
HUSH-A-PHONE
65 Madison Ave.
Room 710
New York 16

For More Information Circle No. 274

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TYPEWRITER ROLLER CHANGE

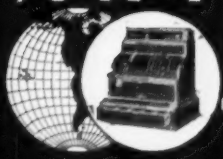
Insist on a "Futuristic" 5-Star Platen for Best Results
Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

For More Information Circle No. 275

MANUFACTURERS OF DURALUMINUM
MANY STYLES HOLDERS FOR HANDWRITTEN SNAPOUT FORMS
SAUNDERS MFG. CO., INC.
P. O. BOX 243
WINTHROP, MAINE

For More Information Circle No. 276

CASH REGISTER PARTS



WORLD WIDE SERVICE
HIGHEST QUALITY PRODUCTS
NEW ADDRESS:
International Cash Register & Parts Co.
207 E. EVERGREEN ST., MT. PROSPECT, ILL.

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As We See It

Twenty Years Hence

IN 1975, our work week will be shortened to 34½ hours while wages will rise 25%. Our country's population will jump to 213 millions and there will be 85 million employed. We will be driving 80 million passenger cars and California will be the most populous state. These are some of the predictions made by 26 corporation executives whose forecasts of the U. S. economy 20 years hence are to be sealed in the cornerstone of the new office building under construction for Fundamental Investors, Inc., and three other mutual funds sponsored by Hugh W. Long & Co., in Elizabeth, N. J.

John S. Coleman, president, Burroughs Corp., does not expect automation to grow overnight. As long as man retains his intelligence and free will, there will never be a pushbutton world. Many drudging tasks will be performed electronically. The worker will acquire more skills and remain the master of his machine. Through it he will gain more power to earn, more freedom and leisure to enjoy his capabilities.

F. N. Belgrano Jr., president, Transamerica Corp., believes that young people between 15 and 24 will stay in school since families will have greater financial security.

Gilbert W. Chapman, president, Yale & Towne Mfg. Co., stated, "The trend toward automation will result in a substantial increase in the number of technically trained workers, a decline in the employment of unskilled and semi-skilled workers and a rearrangement of the total work force, shifting more men and women into service occupations."

Leading producers of materials like steel and oil foresaw wider use of their products with more aluminum in "tin" cans, and 92 million television sets in use, of which 90% will be color. J. D. Zellerbach, president, Crown Zellerbach Corp., expects the paper industry to undergo many changes in the next two decades with a production reaching 50 million tons of paper and paperboard in 1975 as compared with 27 million tons last year.

A. H. Robinson, treasurer, Eastman Kodak Co., sees an increasing use of photographic materials in industry and business with new types of products especially in the reproduction and graphic arts field.

As Herbert P. Buetow, president, Minnesota Mining & Mfg. Co., put it, "The economy of this country should at least double in the next twenty years," adding that "this forecast is based on the assumption that we continue with our present form of government."

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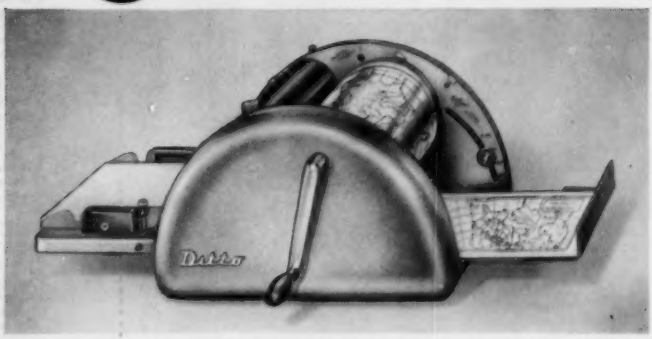

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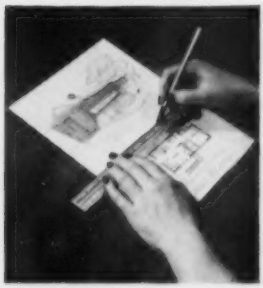

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